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SAN FRANCISCO  
CITY-COUNTY  
RECORD

THE FOLLOWING ISSUES ARE MISSING  
FROM THIS VOLUME.

VOLUME 16 - NUMBER 12

VOLUME 17 - NUMBER 4



# CITY-COUNTY RECORD

JAN.-FEB., 1949  
Vol. 16—Nos. 1 & 2

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*The City Hall Magazine*

THE MAGAZINE OF GOOD GOVERNMENT



**JOHN J. GOODWIN, San Francisco Treasurer**

# CITY-COUNTY RECORD

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JAN.-FEB., 1949

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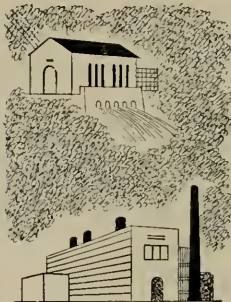
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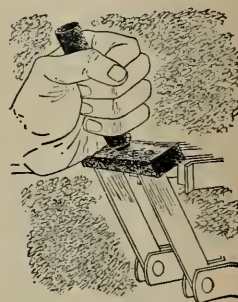
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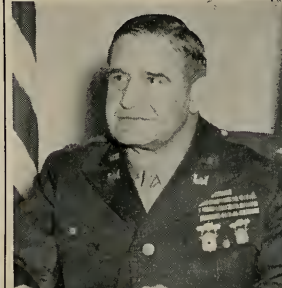
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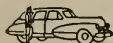
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# JOHN J. GOODWIN, Treasurer

## City and County of San Francisco

"The career of John Joseph Goodwin is another example of the fact that work and effort and ability will bring proper rewards to participants in San Francisco's civil service system. He is another major official who has won his appointment by working at his job rather than through political pull of a vote getting bag of antics or being the friend of a friend who was tired of bailing him out and had decided to let the taxpayers take over."

By WILLIAM FLYNN  
Special Writer—The Record

SAN FRANCISCO VOTERS will have an opportunity at the November election to prove whether they want to trust their money to a trained, competent, experienced individual or a person whose professional skill is measured by his political personality.

They also will express an opinion concerning the validity of rewarding experienced civil service workers—and encouraging them—by permitting them to full executive positions.

These choices will be made in disposition of the candidacy of Treasurer John Joseph Goodwin who will seek election to the office for the first time.

The fact that Goodwin, a modest individual, is treasurer for the City and County of San Francisco is not surprising. His appointment to the office, December 22, 1947, was almost a matter of routine and fulfillment of tradition.

### SINCE THE DAYS

Since the days of Mayor James J. Rolph, San Francisco's "City Hall" has cannily placed custody of the city's cash in the care of an individual of high reputation. Mayor Rolph started the practice when he appointed Police Inspector Duncan Matheson under a set of circumstances which made his action very smart, indeed.

Matheson was elected and re-elected and eventually died. Mayor Angelo Joseph Rossi then put the frosting on the cake by appointing an individual also above reproach but experienced in the performing of the work required. He named Thomas K. McCarthy, a veteran of the Treasurer's staff. McCarthy won election and, upon his death in 1947, Mayor Roger Dearborn Lapham selected the man best qualified to be his successor.

### SELECTED GOODWIN

Mayor Lapham's selection was Goodwin, chief assistant in the office. Now finishing his predecessor's unexpired term, Goodwin intends to go to the voters in November for confirmation of the Mayor's appointment.

Reaction of the voters to his candidacy, whether he is opposed or unopposed, will be a significant reflection of the city's current attitude toward the necessity for care and consideration in the selection of city officials.

Any individual opposing Goodwin

will not have his experience in fulfilling the duties of the \$10,800 a year job which required, during the last fiscal year, the care and custody of more than \$300,000,000, adding up the debits and credits.

The opposition candidate would be an individual seeking a \$10,800 a year job, with the qualifications for performance of the duties and responsibilities a secondary consideration. He could be some political hack of insufficient abilities to make a like sum in private business—or in the competition of government service—and seeking a "soft touch" to pay his bills while he continued "playing politics."

Faced with the opportunity to make a choice between Goodwin and another candidate, unqualified but ambitious, an employer with enough sense to take the shell off a peanut before eating, would have little difficulty in making his choice.

### DO STRANGE THINGS

But voters, taken collectively, sometimes do strange things. At least they confound the experts, as the latest presidential election revealed. So, they might even confound those who believe that the voters, in the long run, always choose the best qualified candidate.

Goodwin, quietly sincere in his candidacy, will be practically an unknown individual to San Francisco citizens when his name goes on the ballot. He has always been too busy working to do a better job through skill and experience to make much noise in public.

The career of John Joseph Goodwin is another example of the fact that work and effort and ability will bring proper reward to participants in San Francisco's civil service system. He is

another major official who has won his appointment by working at his job rather than through the political pull of a vote getting bag of antics or being the friend of a friend who was tired of bailing him out and had decided to let the taxpayers take over.

### TREND ESTABLISHED

During the past several years, this trend toward rewarding competent career men has been established definitely. Those who have proved the theory to the substance of fact include Harry D. Ross, controller; Recorder Thomas Toomey, Finance Director Benjamin Kline, Judge Herbert van der Zee, and Clerk James McGrath of the Board of Supervisors. All have come up through the ranks, with advancement measured by skill as compared with the qualification of other candidates.

Goodwin, like these other stars of the city's civil service system, worked his way through the chairs. In some cases, he worked a little harder than his executive colleagues. He had to support himself since he was 13 years old.

### NATIVE SON

The son of William and Cecilia Goodwin, San Francisco's treasurer was born in San Francisco, September 23, 1902. His official schooling concluded when he finished the eighth grade. His father died.

His first job was in a planning mill, sweeping up the shavings. During World War I, in his teens, he was a messenger boy at the Mare Island Navy Yard, a helper in the machine shop, and rivet heater. He later was a time keeper at the Bethlehem shipyard in San Francisco.

### MOTHER QUALIFIED

His widowed mother qualified on the first civil service list, from which women were chosen, when women were granted equal job rights with men through adoption of the suffrage amendment.

Her employment attracted Goodwin to the City Hall and while working he studied at home—and at work. There was the time he was a night watchman on the Islais Creek Bridge. There was little to do between the



hours of darkness but sit around and wait for a boat to demand that the bridge be raised. He didn't waste the seemingly empty hours. He worked at his books.

He took his first municipal civil service examination in September of 1925. He sought qualification as a temporary general clerk in the Department of Elections—and qualified for the job.

The fact that he was on the payroll did not mean that he had reached his goal of reasonable security of employment.

He wanted a better job.

He took practically every examination.  
(Continued on next page)

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**JOHN J. GOODWIN**

(Continued from page 5)

tion that was posted.

He qualified as a watchman, a Municipal Railway conductor, motorman, and for a number of other positions. His name always was well up on the list when the grades were posted.

Finally on May 16, 1930, there came the chance he had been waiting and training for, a job in the office of the Treasurer, as general clerk.

His name was number one on the list when it came time for the Civil Service Commission to provide the Treasurer with a new teller. He was promoted on October 1, 1934.

His next promotion was to the position of head clerk. Again he was Number One on the list and was appointed June 1, 1940.

**EXAMINATION**

There came the promitive examination for cashier. His name was Number One on the list and he was appointed April 26, 1943.

Treasurer McCarthy died. As the Number Two man in the office, Goodwin carried news of his chief's death to the city's chief executive, Mayor Lapham.

"What do you do there?" asked the Mayor when the formal message had been delivered.

The Mayor was required by law to appoint a new treasurer without delay.

Goodwin tersely explained his position and departed.

**FRIENDS URGED**

Well-meaning friends urged him to "put on the pressure" to win the Mayor's appointment to the unexpired term of Treasurer McCarthy.

He refused.

"I won't be asking for a dead man's job before he is buried," Goodwin explained.

Before the day was out, he was Treasurer of the City and County of San Francisco by appointment of Mayor Lapham who considered him the best man for the post—after investigation and reports from objective authorities.

The city charter defines in formal language, the duties of the Treasurer. To sum up the paragraphs of fine print, the Treasurer must keep the city's money in a safe place and see that it does not remain idle when it is on deposit in banks.

These deposits are welcomed by banks and therein lies the greatest responsibility of the treasurer. While other officials must approve his decisions concerning them, he has the fundamental responsibility for determining the eager banks aren't a bit too eager.

**PAY PREMIUM**

Holders of the deposits pay a premium for the privilege of such accounts. Treasurer Goodwin participates in negotiations that determine the rate of interest to be paid. The security of the funds is guaranteed by collateral which must be ten per cent greater than the total deposit.

Funds of the City and County of San Francisco have been invested by recent treasurers so profitably that during the past fiscal year the interest, or profit, received totaled \$118,253.58, as compared with an office operating expense of \$45,745.56.

With Goodwin a veteran of years of participation in the policy making decisions of the Treasurer's office, there is little reason to believe that profits of such operations will be discontinued under his administration.

**RESPONSIBILITY**

For shouldering this responsibility, he receives a salary of \$10,800 annually.

This may not be enough.

Because of San Francisco's dual governmental entity—both a city and a county—Goodwin actually is performing two jobs. But he does not receive two pay checks.

The Los Angeles county treasurer is paid \$1109 per month or \$13,308 per year as compared with his \$10,800 a year.

The Los Angeles city treasurer is paid \$940 per month of \$11,280 a year.

Considering that Goodwin is doing both their jobs for San Francisco and paid only \$10,800 a year, the citizens of San Francisco could do one of two things. They could give him a raise or continue saving money.

Be the salary problem what it is, Goodwin intends to seek election to the office he won by competency, work and appointment.

**CONTENTMENT**

He is content with life. He takes lunch each day with his mother who lives near the City Hall. He and his wife, Ethel, have two sons, John Jr., 17, a senior at the St. Ignatius High School, and Robert, 13, an eighth grade student at St. Phillips School.

He is active in fraternal affairs. He holds membership in the following organizations:

National Parlor Native Sons of the Golden West, St. Mary's Club, Golden Gate Council, Knight of Columbus, San Francisco Golden Gate Aerie No. 5-61, Fraternal Order of Eagles, Goglers', Division Four, Ancient Order of Hibernians; East and West of Castro Improvement Club, Associate Member, Civic League of Improvement Clubs, San Francisco Municipal Civic Service Association, and Eureka Club.

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# Report on Status of Recreation Bond Funds Shows Modernization Plan Progressing

A LITTLE MORE THAN A YEAR has passed since the people of San Francisco expressed their approval at the polls and passed by a 3½ to 1 majority the popular twelve million dollar bond issue for improving playground and recreation facilities of our city.

Every neighborhood stands to benefit by the establishment of special athletic and recreation facilities in their own particular district.

In a detailed report released to this publication, Miss Josephine D. Randall, Superintendent of the Recreation Department, gave a full account of the progress that the Recreation Commission has made in the early stages of the playground building program which consists of fifty-five selected projects.

After establishing priorities, the Commission received approval of the Board of Supervisors and the Controller and sold the first block of Recreation Bonds last October in the amount of \$2,350,000.00. This money, now available and much of it actually already encumbered, has given the Recreation Bonds last October in the amount of \$2,350,000.00. This money, now available and much of it actually already encumbered, has given the Recreation Commission the green light

Land Purchases	
Eureka Valley .....	\$120,000
Grattan .....	20,000
Upper Noe .....	143,000
Silver Terrace .....	40,000
Pine Lake .....	35,000
Merced .....	35,000
Laurel .....	50,000
Day Camp .....	90,000
Miley .....	6,000
Byxbee .....	144,500
Sea Cliff .....	25,000
South Sunset .....	100,800
Chinese .....	150,000
	\$960,260



Top: Architects sketch of portion of mountain camp for children in high Sierra. Above: Ocean View playground at Plymouth Ave. and Lobos St.



Scene at location of Dyke Camp, new mountain summer paradise for San Francisco children only 4 miles from Mather and Tuolumne Gorge.

for the following detailed improvements:	
Plans	
J. D. Phelan Beach .....	\$ 18,100
Grattan .....	6,200
Burnett .....	15,500
Corona Heights .....	17,560
Sunset .....	3,600
Cayuga .....	7,260
Miraloma .....	6,800
Pine Lake & Stern Grove....	8,000
	\$ 83,020

Rehabilitation	
Presidio Heights .....	\$ 29,000
Folsom .....	20,000
Richmond .....	44,000
	\$ 93,000
Construction	
Ocean View .....	\$ 209,000
Potrero Hill .....	181,000
St. Mary's .....	373,000
Sigmund Stern Grove .....	67,000
John P. Murphy .....	25,000
Longfellow .....	38,000
Sunset .....	185,000

Miley .....	27,000
15th Street .....	6,000
	\$1,111,000

the Bakers Beach recreation area has been completed.

Engineering surveys have been completed at Grattan, Burnett, St. Mary's Park and Corona Heights grounds, while others are being made at the present time at Cayuga, Miraloma, Pine Lake, Sunset, Phelan Beach and Wawona sites.

It is easily understood that before a playground can be developed the land must be purchased and plans must be drawn.

Land is already being acquired at the sites for the Laurel Hill, Merced, Miley, and the Children's Day Camp. Condemnation proceeding are underway for the Pine Lake project and now authorized at the locations where playgrounds will be developed in Eureka Valley, Grattan, Upper Noe, Silver Terrace, Byxbee and South Sunset neighborhoods. Land for the new Chinese Recreation Center to be established at the site of the old Washington Grammar School site has already been acquired from the Board of Education for the sum of \$50,000. This represents a considerable saving over the original estimate had it been necessary to purchase private property. Also, the purchase of the Seacliff property necessary for the development of

Some of the playground sites require geological surveys and they are in the process of such work at Potrero Hill, Ocean View, St. Mary's, Burnett and Sunset. Phelan Beach reports both engineering and geological surveys in progress.

As far as architectural work is concerned, Miss Randall reports that preliminary plans for the playground and building in the Grattan district are completed. In the Bayview district, the Burnett playground plans are completed and the preliminary plans for the Recreation Center building have been approved. Corona Heights Recreation Center has its preliminary building plans completed. Preliminary

(Continued on next page)

# RECREATION

(Continued from page 7)

plans for the Sunset Recreation Center building at 29th Avenue and Lawton Street are completed.

On building construction, three playgrounds need nothing more than to have the contract specifications drawn and let out for bids. These are the John P. Murphy, Longfellow and 15th Street Playground.

The Wawona Clubhouse construction was advertised for bids, but proposals received were far in excess of the Commission's estimates and all bids have been rejected.

Rising construction costs may seriously hamper the building program, building estimates running 25 per cent to 33 per cent higher than anticipated. In answer to this, Miss Randall and the Commission plan a program of stringent economy in spending the Recreation bond fund. Changes have

been ordered in specifications in order to obtain lower bids in the new proposals which the Commission will call for shortly.

Miss Randall announces that bids will be received early in January on four major construction jobs to provide large community center buildings in the Ocean View, Sunset, St. Mary's and Potrero districts.

Contracts for the rehabilitation of Presidio Heights and Richmond Playgrounds have been approved by the Commission. Folsom Playground re-zoning is actually going on at the present time.

According to Mr. Louis Sutter, Commission President, preparations for the second bond sale in the amount of \$1,166,000.00 have already been made. "This early planning should avoid any lag or backlog in the construction of several playgrounds now in the land purchase or drafting board



Recreation Department Executives inspect site of Children's Mountain Camp at Mather.

stage," Mr. Sutter said.

The report had particularly good news for San Francisco children, who will now have a vacation camp in the high Sierra mountains as well as a day camp located within city limits in the Glen Park district. Through the cooperation of the Public Utilities Commission, a transfer purchase of forty-seven acres of the Glen Park reservoir property has been made to the Recreation Department. Development of this area will result in an ideal day camp with rustic cabins and shelters.

The children's Mountain Camp was assured when the Public Utilities Commission gave approval to the development of 163 acres known as Ike Dye Camp, four miles from the Recreation Department's family camp at Mather, Tuolumne County. The Ike Dye property, with its large meadows and pine woods, has an elevation of 4500 feet

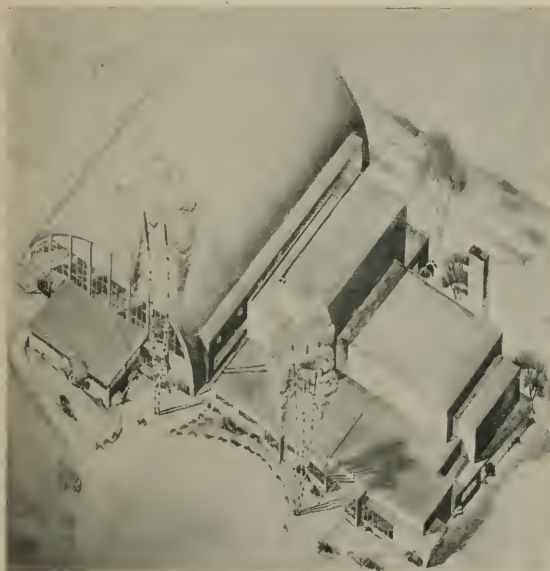
above sea level and should prove an ideal spot for a camp. A large river, where trout are plentiful, can readily be dammed to make an excellent swimming pool.

Surrounding country invites hikes over fascinating trails to discover mountain lakes and wild life. This region is legendary in early California history. Indian arrowheads may easily be found in the soil throughout the area.

Plans include a lodge and recreation center for indoor fun while outdoor activities will include hiking, swimming, woodcraft, camping and nature lore.

Some 30 summer shelter houses will provide quarters for 300 children a day during the summer vacation period. The cost for each child will be nominal.

Of the total recreation building pro-  
(Continued on next page)



Top: Artist's drawing of St. Mary's Recreation Center, one of larger projects to be constructed, being one of four similar centers, others being located at Sunset, Potrero and Ocean View playgrounds. Buildings will consist of club and craft rooms, auditorium and gymnasium with showers, lockers and dressing rooms completely equipped for spectators as well as players. Above: Sunset Playground, 29th Avenue and Lawton Street.

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RECREATION

(Continued from page 8)

gram, the Commission has set an ambitious goal to complete all 55 projects within a five year period. Several special facilities are planned, including 18 new playfields, indoor swimming pools, 2 safe ocean swimming beaches, a handicraft and hobby center, and the erection of grandstands and bleachers as well as the night lighting of several playgrounds.

These will be all-purpose recreation places, especially serving children and youth, but also for parents, housewives, employed men and women, business and professional people, elderly persons, and families. Playgrounds will have varied recreation facilities and landscaping to provide attractive open spaces in the crowded city.



CHARLES J. JUNG, Member  
S. F. Recreation Commission



JOSEPHINE D. RANDALL, Director  
S. F. Recreation Department



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Reaffirming a 1949 pledge of support in the future growth and for an expanded area-wide planning and development program for the entire Bay Area, civic and business leaders—400 strong—from the nine Bay counties gathered at the Annual Dinner Meeting and election of officers of the Bay Area Council, held at the St. Francis Hotel, in San Francisco, on Thursday evening, January 13, 1949.

William M. Hale, Council Chairman, was re-elected for the 1949 term and Charles S. Howard, President of Howard Terminal, Oakland, was re-elected vice-chairman. Both men are residents of East Bay communities, Mr. Hale residing in Diablo, Contra Costa County. He is executive vice-president of the American Trust Company.

Seated at head table (above), left to right: S. D. Bechtel, President Bechtel Corporation; J. Joseph Sullivan, Prsident San Francisco Board of Supervisors; Carl Wente Sr., Vice-President Bank of America; Rear Admiral Lynde D. McCormick, USN, Commandant, Twelfth Naval District; T. S. Petersen, President, Standard Oil Company of California; Allen G. Roach, President, Columbia Steel Company; William M. Hale, Council Chairman; Frank E. Marsh, Council General Manager; Mark Sullivan, President, Pacific Telephone & Telegraph Co.; Major General LeRoy Hunt, Commanding General, Dept. of the Pacific, U. S. Marine Corps; Charles Howard, President, Howard Terminal Oakland, and Vice-Chairman of the Council; Henry North, President, S. F. Chamber of Commerce, Vice-President Metropolitan Life Insurance; Harry Bartell, President, Board of Supervisors, Alameda County; D. Porter Dunlap, Treasurer, Bay Area Council, Vice-President, Bank of America.

# Vice Admiral G. D. Murray. Western Sea Frontier Chief Has Illustrious Career

**V**ICE ADMIRAL MURRAY, born in Boston, Massachusetts, July 6, 1889, attended Henry L. Pierce Grammar School and Mechanic Arts High School in Boston before his appointment to the U. S. Naval Academy from his native state in 1907. Graduated in June 1911, he served at sea, as then required by law, before he was commissioned Ensign, March 7, 1912. He was promoted to Lieutenant (junior grade), March 7, 1915, during the World War received temporary promotion to Lieutenant and Lieutenant Commander, was commissioned in the latter rank February 11, 1922, and subsequently was promoted as follows: Commander, June 4, 1931; Captain, July 1, 1939; Rear Admiral, May 7, 1942; and Vice Admiral, November 29, 1944.

After graduation in 1911, Vice Admiral Murray served consecutively in the U.S.S. VIRGINIA and the U.S.S. AMMEN until December 1914. Following instruction in aeronautics at the Works of the Burgess Company, Marblehead, Massachusetts, he reported in February 1915 to the Naval Air Station, Pensacola, Florida, for aviation training. Designated Naval Aviator, No. 22 on September 20, 1915, he has served continuously with naval aviation since that time. Detached from the Pensacola Station in January 1916, he had duty for three months as Naval Inspector of Aeronautical Material, Works of the Burgess Company at Marblehead, and later at Boston, Massachusetts.

## TRANSFERRED

In April 1916, Vice Admiral Murray was transferred to duty as Inspector of Aeronautical Material, Works of the Galland Aeroplane Company, Norwich, Connecticut, and was serving in that assignment when the United States entered the World War in April 1917. He had duty at the Naval Air Station, Naval Operating Base, Hampton Roads, Virginia, from January to July 1918, when he became Commander, Naval Air Station, Anacostia, D. C., the first Commanding Officer of that station. Detached from command of the Anacostia Air Station in November 1919, he served as executive officer of the Naval Air Station, San Diego, California, from December of that year until August 1921 when he joined the aircraft tender AROOSTOOK. Assigned duty with Squadrons attached to that tender, he later commanded Spotting Squadron 5.

## CHIEF INSPECTOR

Detached from the AROOSTOOK in September 1922, Vice Admiral Murray served as Chief Inspector, Naval Aircraft Factory, Philadelphia, Pennsylvania, the first line officer (naval aviator) to serve in that capacity, until November 1923 when he reported to Aircraft Squadrons, Battle Fleet, San Diego, California, for duty in connection with organizing Torpedo Squadron 20. On December 5, 1923, he assumed command of that Squadron, the first aircraft squadron ordered



Official U.S. Navy Photo.

## VICE ADMIRAL G. D. MURRAY, USN Commander Western Sea Frontier

to Asiatic Station, attached to the U. S.S. HURON and later the U.S.S. AJAX. For his services in organizing and administering Torpedo Squadron 20, an assignment which extended to May 13, 1925, he received a Letter of Commendation from the Commander in Chief, Asiatic Fleet.

In June 1925, Vice Admiral Murray reported for duty in connection with the inauguration of the course in aeronautics at the Naval Academy, Annapolis, Maryland, serving as Senior Naval Aviator for the indoctrinal flight training of Midshipmen until December of that year. He then had duty in the Plans Division, Bureau of Aeronautics, Navy Department, Washington, D. C., until September 1927, with additional duty in the Office of the Chief of Naval Operations during the latter part of that period. In October 1927 he reported for duty as aviation aide on the staff of Admiral (now retired) Louis R. de Steiguer, U.S.N., Commander in Chief, Battle Fleet, U. S.S. CALIFORNIA flagship, continuing that duty when Admiral (now retired) William V. Pratt, U.S.N., succeeded to the command in June 1928. A year later he joined the U.S.S. WRIGHT, flagship of Aircraft Squadrons, Scouting Force, serving as her executive officer until December 1929.

From January 1930 until May 1933, Vice Admiral Murray was Assistant Naval Attaché at the American Embassies in London England; Paris, France; Berlin, Germany; and The Hague, The Netherlands. During that period he was technical assistant for the Navy of the American Delegation to the Sixth Session of the Preparatory

Commission for the Disarmament Conference at Geneva, Switzerland, in November 1930. After his return to the United States in June 1933, he served for two years as head of the air department of the aircraft carrier SARATOGA, flagship of Aircraft, Battle Force, and Carrier Division 1. In June 1935 he returned to the Pensacola Air Station as Superintendent of Aviation Training when Aviation Cadet training was established. In June 1936 he became executive officer of the Pensacola Air Station, serving in that capacity until May 1937 when he rejoined the SARATOGA as executive officer. A year later he assumed command of the U.S.S. LANGLEY, converted in 1937 from an experimental aircraft carrier to a seaplane tender. He commanded the LANGLEY, operating with Scouting Force, U. S. Fleet, until June 1939 when he again had duty in the Bureau of Aeronautics, Navy Department, serving as Head of the Personnel Division until March 1941.

## COMMANDED

Vice Admiral commanded the aircraft carrier ENTERPRISE from March 21, 1941, until June 30, 1942. During that period the ENTERPRISE was engaged in 1941 in transporting planes and squadrons from the United States to various island bases in the Pacific. Late in November of that year, as part of a force under command of Fleet Admiral (then Vice Admiral) William F. Halsey, U.S.N., she transported Marine fighter planes to Wake Island and was returning to Pearl Harbor at the time of the Japanese attack, December 7, 1941. Delayed by a storm, the ENTERPRISE launched planes from her Air Group 6 that Sunday morning for a scheduled landing on airfields at Pearl Harbor. These planes ran into the midst of the surprise attack and thus became the only carrier based aircraft to participate in that action and the subsequent unsuccessful search for the fleeing enemy.

## ENTERPRISE

In February 1942, the ENTERPRISE, under command of Vice Admiral Murray and flying the flag of Admiral Halsey, launched her planes in the successful raid on the Marshall and Gilbert Islands. In this, the first combat test ever participated in by an American aircraft carrier and the first offensive blow in the war against the Japanese, her flyers effectively proved the potency of air attack from a mobile, floating base, accounting for 35 Japanese aircraft, 13 auxiliary and patrol vessels, 1 cruiser, 1 seaplane tender and numerous storehouses, hangars and other land targets. Later in February she participated in the successful raid on Wake Island, in enemy hands since December 22, 1941, and in March made a successful raid on Mar-

cus Island. In April she escorted the Carrier HORNET to within 800 miles of Tokyo for the HORNET's launching of 16 Army bombers for Lieutenant General James Doolittle's famous first raid on the Japanese capital. In the Battle of Midway, June 4-6, 1942, in which the carriers ENTERPRISE, HORNET and YORKTOWN too part, the air group from the ENTERPRISE sank the large enemy carriers KAKA and AKAGI, and together with the YORKTOWN air group, sank the Japanese carrier SORYU and damaged an enemy Battleship in an engagement which marked the first decisive defeat suffered by the Japanese Navy in 350 years, put an end to the long period of Japanese offensive action and restored the balance of naval power in the Pacific.

For his services in command of the ENTERPRISE, Vice Admiral Murray was awarded the Navy Cross, an also received a facsimile of, and is entitled to wear the Ribbon for, the Presidential Unit Citation awarded the ENTERPRISE. The citations follow:

## NAVY CROSS

"For distinguished service in the line of his profession, as Commanding Officer of the U.S.S. ENTERPRISE when, on February 1, 1942, his ship was under a heavy bombing attack in enemy waters. By his courage and resourcefulness he saved his ship from serious damage."

## PRESIDENTIAL UNIT CITATION— U.S.S. ENTERPRISE

"For consistently outstanding performance and distinguished achievement during repeated action against enemy Japanese forces in the Pacific war area, December 7, 1941, to November 15, 1942. Participating in nearly every major carrier engagement in the first year of the war, the ENTERPRISE and her Air Group, exclusive of her far-flung destruction of hostile shore installations throughout the battle area, did sing or damage, on her own, a total of 35 Japanese vessels and shoot down a total of 185 Japanese aircraft. Her aggressive spirit and superb combat efficiency are fitting tribute to the officers and men who so gallantly established her as an ahead bulwark in defense of the American Nation."

Gilbert and Marshall Islands Raid—February 1942.

Wake Island Raid—February 24, 1942.

Marcus Island Raid—March 4, 1942. Battle of Midway—June 4-6, 1942. Occupation of Guadalcanal—August 7-8, 1942.

Battle of Stewart Islands—August 24, 1942.

Battle of Santa Cruz—October 26, 1942.

Battle of Solomon Islands—November 1942.

(Continued on next page)



**VICE ADMIRAL G. D. MURRAY, U. S. N.**

(Continued from page 10)

ber 14-15, 1942.

On July 17, 1942, Vice Admiral Murray assumed duty as Commander Carrier Task Force 17, with the U.S.S. HORNET as his flagship. He was aboard that carrier in the Battle of Santa Cruz, October 26, 1942, when his Task Force wrecked the Japanese invasion fleet bent on driving American forces out of Guadalcanal. In that battle the HORNET was so severely damaged that when it became apparent she could not be saved, she was sunk by our own naval forces. For his leadership at Santa Cruz, Vice Admiral Murray was awarded the Distinguished Service Medal with the following citation:

**DISTINGUISHED SERVICE MEDAL**

"For exceptionally meritorious service to the Government of the United States in a position of great responsibility as Commander of a Task Force in the Battle of Santa Cruz Islands on October 26, 1942. Displaying great tactical skill and outstanding leadership, Rear Admiral Murray directed the excellently coordinated and determined action against Japanese forces with the result that heavy losses were inflicted on enemy ships and air groups, thereby contributing immeasurably to the success of our forces in this engagement. The distinguished service rendered by Rear Admiral Murray and the devotion to duty of the units under his command reflect great credit upon the United States Naval Service."

In November 1942, Vice Admiral Murray returned to the Pensacola Air Station, where he had won his wings in 1915 to become the first Commander of the Naval Air Training Center established there, and at the same time Chief, Air Intermediate Training Command. He relinquished these commands in January 1944 to organize and command the newly created Naval Air Training Command at Pensacola, created to coordinate and direct the entire training program. For his services in these assignments, which extended to August 1944, he was awarded the Legion of Merit with the following citation:

**LEGION OF MERIT**

"For exceptionally meritorious conduct in the performance of outstanding service to the Government of the United States as Chief of Naval Air Intermediate Training and Commandant, Naval Air Training Center, Pensacola, Florida, from November 26, 1942 to January 20, 1944, and as Chief of Naval Air Training from January 20 to August 4, 1944. Charged with the urgent task of expanding the intermediate stage of the pilot training program, Vice Admiral (then Rear Admiral) Murray handled the many complex problems of his vital assignment with skill and foresight, developing and maintaining the efficiency of his command with no sacrifice in quality of training, and subsequently, assuming the duties of Chief of Naval Air Training, directed the integration

of all stages of the program. By his outstanding ability as an organized, an administrator and a leader, Vice Admiral Murray contributed essentially to the successful training of large numbers of pilots to meet the requirements of the Naval Service during its most critical expansion period and to the prosecution of our sustained Fleet Operations against the enemy."

On August 16, 1944, Vice Admiral Murray became Commander, Air Force, Pacific Fleet, charged with assuring that the Navy's aviation units in the Pacific be supplied with personnel and material. For this services in that command he was awarded a Gold Star in lieu of the second Legion of Merit, with the following citation:

**GOLD STAR LIEU SECOND LEGION OF MERIT**

"For exceptionally meritorious conduct in the performance of outstanding service as Commander Air Force, United States Pacific Fleet from August 1944 through July 1945. He efficiently handled the administrative responsibilities of this great force, and displayed exceptional ability in supervising its organization, and the planning for effective utilization of the material and personnel under his command. He frequently inspected forward operations in order that aircraft requirements might be better understood and complied with; and that advanced methods, gained from everyday experience with a relentless and devising enemy might be developed and incorporated into training programs. His experience and sound judgment were invaluable assets in providing for the improvement and maintenance of fleet aircraft and material. His energetic initiative, professional excellence, and devotion to duty contributed materially toward our defeat of the Japanese Empire, and were at all times in keeping with the highest traditions of the United States Naval Service."

In July 1945, Vice Admiral Murray became Commander, Marianas, and on September 2, 1945, acting for Fleet Admiral Chester M. Nimitz, U.S.N., Commander in Chief, U. S. Pacific Fleet and Pacific Ocean Areas, accepted the formal capitulation of Truk Atoll, the wartime command headquarters for Japanese holdings in the central Pacific. Ceremonies were held aboard the light cruiser PORTLAND.

In January 1946, he was ordered to duty as a member of the General Board, Navy Department, Washington, D. C. On March 22, 1946, he assumed duty as Commandant of the Ninth Naval District, Chicago, Illinois, and as Commander of the Midwest Naval Area. On July 18, 1947, he was detached under orders to duty as Commander, First Task Fleet, to report on 14 August, 1947.

Vice Admiral Murray was detached from duty as Commander First Task Fleet on 9 October 1948. On 20 October 1948, Admiral Murray assumed duties as Commander Western Sea

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Frontier and Commander Pacific Reserve Fleet with Headquarters at Treasure Island, San Francisco. Admiral Murray was assigned additional duty as Commandant Twelfth Naval District until relieved of that additional duty on 8 December, 1948.

In addition to the Navy Cross, the Distinguished Service Medal, the Legion of Merit with Gold Star, and the Presidential Unit Citation Ribbon, Vice Admiral Murray has the Mexican Service Medal (USS AMMEN), the

Victory Medal, and is entitled to the American Defense Service Medal, Fleet Clasp (USS ENTERPRISE); the Asiatic-Pacific Area Campaign Medal with stars for the Marshall-Gilbert Raids, Wake Island, Tokyo Raids, the Battle of Midway, the Defense of Guadalcanal, and the Battle of Santa Cruz; the American Area Campaign Medal; and the World War II Victory Medal.

His official address is 3402 Q Street, Northwest, Washington, D. C.

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## U. S. Forest Service Institutes Nominal Camp Charge to Visitors

THE EXPERIMENT OF CHARGING a fee at a selected few camp areas in the national forests, as tried in California last year, will be tried in all regions of the U. S. this summer, the U. S. Forest Service regional office has announced.

Regional Forester Perry A. Thompson said a letter from Washington, D. C., headquarters requested all regional foresters to put a representative group of camp, picnic and winter sports areas on a charge basis at the beginning of the 1949 vacation season, to determine whether recreational use of national forests should pay part of its own way.

The letter stressed the new policy will be experimental and will mark the first time the Forest Service has departed except in minor instances from its traditional custom of free public recreation on the national forests. The proposed charges will be for the use of facilities and not for entrance to national forests. The Forest Service plans to maintain many small camp and picnic areas for use free.

This year's experiment will embrace ten heavily-used camp and picnic areas out of a total of 1,100 on national forests in California. The ten include four which were tested last year—San Luis Rey camp, near Lake Henshaw on the Cleveland National Forest; Crest-road camp near Lake Arrowhead on San Bernardino National Forest; Pinecrest camp at Strawberry Lake, Stanislaus National Forest; and Eldorado County camp at Lake Tahoe, owned and operated by that county, within Eldorado National Forest boundaries.

The other six will be announced after selection in the near future. No winter sports areas are included.

The schedule of charges authorized in the letter to the Regions follows:

**Camping:** Fifty cents per day per car party of not more than six persons or \$3.00 per week. For parties of more than six persons an additional 10 cents per day per person for all above six, but no charge for minors under 12 years.

**Picnicking:** Twenty-five cents to 50 cents per car party of not more than six per day. Five to 10 cents extra for each person above six but no charge for minors under 12. Group picnic units and amphitheatres may be handled at a flat rate if desirable, the rates to be set by the Regional Forester.

The decision to make these charges on certain recreational areas, on an experimental basis, was prompted, according to the Forest Service, "by repeated suggestions from Congress that recreational use should bring in some revenue to offset in part the cost of



**BERRY A. THOMPSON, Chief  
California Region U. S. Forest  
Service**

constructing, maintaining and administering national forest recreational facilities."

Recreational use of the national forests is increasing steadily, many popular areas are regularly over-crowded, and the job of clean-up and maintenance has become a growing problem in many places. Funds available since the war for recreation work on national forests have been insufficient even to maintain essential sanitation and fire protection on all areas and to keep them usable, and there has been virtually no development of additional public recreational facilities to relieve over-crowding.

Most of the present recreational developments in national forests were constructed during the 1930's with Civilian Conservation Corps labor and funds. During the war, maintenance and development work in this field was largely suspended. Many of these facilities have deteriorated beyond repair, and it is becoming increasingly difficult to keep them in good, safe operating condition.

Under the experimental charge plan, some of the camp or picnic areas to be put on a charge basis will be managed by Forest Service personnel as at present while others will be put under management of permittees who will be responsible for their being operated in accord with usual Forest Service standards and will collect the fees.

## History of American Red Cross Is Story of Distinguished Service

MEN AND WOMEN WEARING the familiar symbol of a red cross on a white shield have accompanied our Armed Forces in two wars. In the recent world war, servicemen in Africa, Italy, France, Germany, the islands of the Pacific, the remote outposts, and here at home became familiar with the services this symbol represents. They learned that the red cross means many things: Coffee and doughnuts, an emergency loan, aid for their dependents, help in getting a leave, entertainment and recreation facilities, cigarettes, Christmas boxes, contact with home, and others.

Today we are going to talk first about the meaning of the red cross as a symbol; then about the organization (national and international) with which that symbol is identified; and, finally, about the relationship of the organization to, and its activities with, our Armed Forces.

### What Does the Red Cross Emblem Signify?

The red Greek cross really has two separate meanings. First, it is the emblem of the Red Cross organization in this country and others. Second, during war it is the internationally recognized symbol indicating persons, places, and material devoted exclusively to the care of the wounded and designating their neutral status in international law. This second meaning of the red cross explains its use of the brassards of medical personnel and on ambulances, aid stations, hospitals, and hospital ships of all countries.

### How Did the Red Cross Organization Begin?

The idea of an international organization for the wartime care and relief of soldiers first occurred to Jean Henri Dunant of Switzerland. While traveling in northern Italy in 1859, young Dunant witnessed the battle of Solferino, in which French and Italian troops under Napoleon III defeated Emperor Francis Joseph's Austrian forces. Dunant saw the field littered with more than 50,000 dead and wounded, without nurses or medical supplies, water, food, or shelter. Working alone, Dunant did what he could—dressing wounds, organizing nearby communities and persuading them to give the wounded shelter and care—but he left Solferino determined to find a method of avoiding such tragedies in the future. He began to promote the idea of a world-wide organization authorized by law to care for the wounded in war, whose work would be independent of national boundaries.

He wrote a vivid account of the suffering and called it "A Memory of Solferino." "In the burning midday heat," he writes, "the battle rages furiously . . . On hills and in ravines the dead lie piled high. Austrians and Allies trample the wounded under foot . . . kill each other, and fall upon their bleeding comrades. Horses' iron hoofs beat the wretched men down. . . . As he shadows of the night begin to fall, the tumult of the battle dies away. Exhausted men sink down to sleep where they stand. . . . The darkness is broken by wounded men's groans and cries for help." The next day, he says, French, Austrians, Slavs, Italians, and Arabs—friend and foe

alike—lay side by side on the stone floors of churches while distracted citizens sought doctors to minister to them. Some defiantly tore off their bandages so that their wounds might bleed again, but others received gratefully the little help given. "Would it not be possible," he asks, "to found and organize in all civilized countries permanent societies of volunteers which in time of war would render succor to the wounded without distinction of nationality?"

His story was widely read and helped to arouse public opinion for his cause. By 1863 his efforts resulted in an international conference at Geneva, Switzerland, which met to consider plans for creating an organization of the type he had suggested.

From this first conference came a recommendation that "in every country" there should be established "a committee whose mission consists in cooperating in times of war with the hospital service of the armies by all means in its power." The conference also proposed the adoption of an identifying emblem—a red cross on a white field (the reverse of the Swiss flag) and expressed in formal resolutions several more of Dunant's ideas.

At a second conference in 1864, a treaty known as the Geneva Convention was signed by the delegations of 11 nations.<sup>1</sup> This document gave the first international expression to the principle that the sick and wounded, as well as medical staffs, ambulances, and hospitals ought to be regarded as neutral in time of war, and that the warring forces should collect and care for the wounded irrespective of nationality or other status as friends or foes. The treaty also provided that the flag or emblem identifying such neutral persons, installations, and equipment should be a red cross on a white background.

An international committee of the Red Cross, consisting of 25 citizens of Switzerland, was set up to encourage the formation of national Red Cross societies, and to coordinate their activities. These national societies were first formed in the 11 nations that had signed the Geneva Convention. Gradually, many other nations signed the treaty and organized their national Red Cross societies. With a few exceptions, all adopted the red cross as their official emblem.<sup>2</sup>

(Continued on next page)

<sup>1</sup> Baden, Belgium, Denmark, France, Italy, Portugal, Russia, Saxony, Spain, Switzerland, Wurttemberg.

<sup>2</sup> The societies in Egypt, Iraq, Turkey, and parts of the U. S. S. R. use a red crescent as their emblem; in Iran, a red lion and the sun.

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Later, a League of Red Cross Societies was formed to help the various national organizations to carry on their international activities.

#### When Did the American Red Cross Begin?

During our Civil War (1861-1865) a volunteer organization performed various welfare services for troops and cared for the wounded. This Commission was the forerunner of the American Red Cross. In 1882 the United States signed the Geneva Convention and organized the American National Association of the Red Cross. These actions were largely the result of the long efforts of Clara Barton, who became the first president of the American association. During our Civil War, Clara Barton had organized a program to distribute medical and other supplies to wounded soldiers. After the war she organized in Washington a bureau of records to aid in the search for missing soldiers, which resulted in the identifying and marking of the graves of 12,000 previously unknown persons. Later she turned to international activities, helping organize military hospitals during the Franco-Prussian War (1870). Because of this and later accomplishments, Clara Barton is one of the truly great figures of American history.<sup>1</sup> In 1905, an act of Congress chartered the organization under its present official title as The American National Red Cross.

#### How Is the American Red Cross Supported and Governed?

Although essentially a private organization, supported entirely by voluntary contributions and membership fees, the Red Cross has a semigovernmental status established by law. It acts for the Federal Government in certain matters under the provisions of the Geneva Convention. The President of the United States is named in the charter as the honorary chairman of the Red Cross. He appoints the executive head of the organization (president of the board of governors) and the seven members of the 50-member board who represent departments and agencies of the Government. At least one, and not more than three, of these seven members must be from the Armed Forces. Departments at present represented on the board of governors are State, Army, Navy, Treasury, Justice, Commerce, and Interior. The remaining 42 board members are private citizens. Thirty of these are elected by the 3,746 local chapters of the organization throughout the United States and its possessions; the other twelve are appointed by the board itself.

#### Does the Red Cross Have an Official Connection with the Armed Forces?

Servicemen often ask this question. The answer is "Yes"; but the Red Cross is not part of the Armed Forces. The relation between the Red Cross and the Armed Forces is based on an act of Congress of 1912, amended in 1943. This act authorizes the President (in time of war or national emergency) to provide means and prescribe

rules by which Red Cross facilities may be operated under the supervision of the Armed Forces, and those rules are now well established.

Several important facts about this relationship often are misunderstood by servicemen and the general public. These include matters such as the pay and rank of Red Cross personnel, their status under military law, and what the Red Cross is permitted (or forbidden) to do. The salaries of Red Cross personnel always are paid by the Red Cross itself. However, Red Cross workers on duty with the Armed Forces may receive travel and subsistence allowances from public funds. They do not acquire military or naval rank but, during wartime, are subject to the Articles of War or the Articles for the Government of the Navy. They also are subject to the orders of the military commanders to whose commands they are assigned. Their uniforms are prescribed by the Red Cross. Red Cross duty with the Armed Forces does not exempt a person from induction under Selective Service. These and other facts help us to understand the official relation of the Red Cross and the Armed Forces. Now let's get into the matter of what the Red Cross can and cannot do for us as servicemen. See figure 1.

#### What Specific Services Can the Red Cross Provide for Servicemen and Their Families?

Red Cross representatives always are ready to help servicemen with personal or family problems. These often involve communication with the appropriate Red Cross chapter in a serviceman's home community, so that the local organization may take the necessary action. It would be impossible to list all the kinds of personal problems the Red Cross is prepared to handle, for every person's case—to him at least—is different. But we can describe in a general way the most common problems that servicemen bring to their Red Cross representatives.

Many servicemen far from home, and especially when overseas, often become worried when mail from home suddenly stops arriving, or when some unusual situation increases their need for prompt and full information. Red Cross field directors are authorized to use the quickest means of communication (even military facilities if necessary) to send and receive emergency messages between servicemen and their families.

A sudden emergency at home, such as death or sickness in the family, might come to any one of us at a time when we lack money for travel. Every year the Red Cross helps out in many situations of this kind. It can lend (or in some cases, give) servicemen sufficient money to cover the emergency expenses. Regulations require that the individual's commanding officer must approve the loan or grant, and that the Red Cross verify the serviceman's actual need for it. These businesslike requirements are handled promptly. Many a serviceman, suddenly called home, has been impressed by the effi-

cient speed with which the Red Cross and his commanding officer have cooperated to get him on his way.

Financial assistance in other personal emergencies is sometimes provided by the Red Cross, either as a loan or an outright grant. The circumstances of each case determine whether the request can be considered. Each Red Cross field director is allotted a limited amount of money for these emergency loans and gifts, and he is responsible to the Red Cross organization for its proper use. A serviceman cannot reasonably expect to walk into the Red Cross office and be given money simply because he happens to be "broke" and wants to spend an evening in town. That is not the kind of emergency the Red Cross can handle. But he can be sure of one thing: Requests for financial help that are based upon actual serious need always are given careful attention by the Red Cross. If his emergency is of the kind the Red Cross is authorized to handle, the chances are that he will get the loan.

Financial assistance by the Red Cross often extends to the serviceman's family. For example, if a serviceman's allotment or family allowance is delayed or interrupted, causing immediate hardship, he should see his Red Cross field director. Depending on the circumstances, the Red Cross can lend or give enough money to help until the difficulty has been adjusted, or it may help the individual get in touch with another appropriate agency, such as Army Emergency Relief, Air Force Aid Society, Navy Relief Society, or Coast Guard Welfare.

#### Can the Red Cross Send You on Emergency Leave?

Many servicemen misunderstand the Red Cross' part in arranging emergency leaves. The Red Cross cannot grant leave to servicemen; only military commanders have this authority. But the Red Cross does play a definite part in such matters. It obtains the information needed by the commander so that he can determine whether the request is justified. As in the case of requests for emergency loans, the regulations concerning emergency leaves are designed to help everyone concerned. No commander is likely to refuse emergency leave when he has been assured by the Red Cross that a genuine emergency exists. The Red Cross merely gives the commander the facts; it does not suggest whether or not the leave ought to be granted.

Incidentally, one very strict rule applies to all Red Cross reports about individual servicemen and their families: the information remains confidential. Only the Red Cross and the commanding officer have access to these reports. No serviceman who has asked the Red Cross for help needs to fear that his private problems will become known to unauthorized persons. Both Red Cross and military personnel are bound by regulations to exercise great care in this respect.

#### What Military Training Subjects Are Taught by the Red Cross?

Training in water safety and life-

saving has long been a familiar Red Cross activity in civilian communities. The Red Cross also is responsible for training servicemen in these subjects. During the war such training was mandatory for many units. Now it is given upon the request of commanders. But in war or peace, Red Cross specialists are responsible for this instruction. Sometimes Red Cross instructors conduct the training of servicemen personally; the usual method, however, is for selected groups of servicemen to be trained and certified by the Red Cross as qualified instructors. These servicemen then conduct the training in their units.

Knowledge of water safety and lifesaving techniques was probably most valuable to members of units that engage in amphibious landings and other water-borne operations. Doubtless many casualties were prevented because men had been taught these vital lessons.

#### What Additional Red Cross Services Have Been Provided During Wartime for Military Personnel Overseas?

During World War II the Red Cross provided many additional services overseas. The global spread of our forces, the vast number of servicemen overseas, and the nature of war itself made many of these additional services very important at the time. Now, with fewer servicemen overseas, some of these "extras" have been controlled or discontinued.

Every overseas veteran remembers the hours of relaxation that were made more pleasant by a Red Cross service club, clubmobile, or canteen. Many hundreds of these were operated in all the war theaters.

At many overseas points, when commercial communication service was not available to individuals, the Red Cross made arrangements by which, in an emergency, servicemen could communicate promptly with their dependents. It would be hard to cite a better example of the many ways in which the Red Cross fulfilled its purpose of acting as a link between servicemen and their families. Here was a most practical service, and one that had immeasurable effect on the morale both of our fighting men and their people at home.

Thus far we have been discussing the kinds of help the Red Cross can provide for servicemen who are well and on duty. Sick and wounded servicemen, of course, are eligible for these same services, but they also are eligible for many others that have to do with their status as hospital patients.

Before discussing these extra individual services, however, we ought to consider a few of the broad Red Cross programs that assist and supplement the work of the medical services in our Armed Forces. Perhaps the most familiar of these during World War II was the vast Nation-wide program for collecting voluntary blood donations. This was a Red Cross responsibility. The 13,325,000 pints of blood collected were sent—in plasma or

(Continued on next page)

<sup>1</sup> Recently a commemorative stamp was issued to honor her great achievements.

## HISTORY OF THE AMERICAN RED CROSS

(Continued from page 13)

whole-blood form — to our Armed Forces throughout the world. The story of blood plasma, and especially of its use in on-the-spot treatment of combat casualties, is a glorious one in the history of medicine in war. Thousands of servicemen who might have died without the miracle of blood plasma owe their lives to the American people for donating it, to the Red Cross for collecting and processing it, and to the medical services for their skillful use of it.

Another wartime responsibility of the Red Cross was to obtain qualified nurses for the Army and Navy Nurse Corps. Red Cross facilities were used in registering and certifying thousands of nurses who applied for duty with the Armed Forces.

Volunteer Red Cross workers (perhaps including your mother, sister, or wife) contributed their time and effort to prepare huge quantities of surgical dressings for use in hospitals in the United States and overseas. Other volunteer groups, such as the "Gray Ladies," helped make hospital life more pleasant for many servicemen.

Hospital activities are still on the program of the Red Cross duties in peacetime. Their scope depends on the needs of each command. Hospital commanders are authorized to request help from the Red Cross to supplement the existing facilities for recreation or rehabilitation. In some hospitals, for example, the Red Cross sponsors training in handicrafts as a recognized means of hastening the recovery of patients. The list of these extra services is too long to enumerate. In general, the Red Cross tries to provide whatever the Armed Forces need to improve the care and treatment of hospital patients.

Closely related to its work in the Armed Forces are the Red Cross programs now in operation in the many hospitals of the Veterans' Administration. Moreover, many of the services we have described as available to all servicemen likewise are offered to former servicemen. Their problems, of course, are likely to differ from those of servicemen still on active duty. For example, much of the Red Cross work with veterans consists of helping them with the "paper work" involved in their insurance, pensions, State veterans' bonuses, and other personal affairs. Many Red Cross chapters also are equipped to provide former servicemen with assistance in getting employment, or in arranging financial or medical help for their dependents. What Are Some of the National Relief Programs of the Red Cross?

One of the duties assigned to the Red Cross in its charter is to help relieve human suffering following such disasters as earthquakes, floods, tornadoes and hurricanes, explosions, fires, and other disasters. To perform this mission, local disaster-relief committees are a standard part of the Red Cross organization. This helps to ex-

plain why the first news accounts of almost any major catastrophe are likely to include the familiar statement: "Red Cross relief forces are already at work on the scene . . ."

Disaster relief is featured by on-the-spot decisions as to what is needed and how to get it quickly. It is the continual work and planning of disaster-relief committees that makes possible prompt action on these decisions when disaster actually strikes a community. If medical care is the first and most urgent need, as in the explosions at Texas City in 1947, Red Cross workers quickly assemble doctors, nurses, ambulances, and medical supplies, according to previous and standard plans. When the disaster is confined mainly to widespread property damage, homeless people must be fed, clothed, and sheltered without delay. Again the Red Cross acts. In short, the Red Cross disaster-relief program is built around plans that stress prompt action in almost any kind of emergency likely to arise. Of interest to servicemen is the fact that regulations prescribe cooperation between the Red Cross and the Armed Forces in disaster relief.

### How Did the Red Cross Assist the Military to Care for Civilians in War Areas?

Almost everywhere our forces fought in World War II, the care of homeless and hungry civilian populations was a major problem. Both in liberated and enemy countries our forces felt a natural responsibility for these people. Red Cross experience in large-scale relief activities was given its greatest test.

As the fighting progressed and our forces moved steadily forward through liberated areas into enemy countries, more and more people came under our responsibility and control. As each city or area was liberated or captured, Allied military-government and civil-affairs organizations were set up. Their job was to do what any civil government normally does, plus the many things necessary in a community struck by war. Red Cross personnel were among those who worked to restore the community's life.

The primary purpose of this relief work was, of course, a humanitarian one, but also it had a practical advantage of allowing a more complete concentration of the Armed Forces upon the prosecution of the war.

### What Is the International Committee of the Red Cross?

By treaty the International Committee of the Red Cross is composed entirely of Swiss citizens. There is a good reason for this: Switzerland had a long tradition of neutrality in the many wars of Europe's history. Consequently, the International Committee is designated as the agency to insure that certain treaty provisions are adhered to in wartime by the countries concerned.

While the conditions of war usually disrupt the customary cooperation

among various national Red Cross societies, the International Committee continues in wartime to perform its duties on an international basis. The American and German Red Cross societies, for example, could not work together while their governments were at war; but the International Committee, because of its neutral status, was unaffected by the state of war.

A good example of the International Committee's war operations was its collecting of facts on the identity and location of millions of prisoners of war and millions of people who had lost contact with relatives because of war conditions. The warring governments were obliged by treaty to report the name of each captured or interned person to the International Committee which, in turn, transmitted the information to the person's government. For example, the families of many servicemen initially reported as "missing in action" later received notice of their exact whereabouts from the War or Navy Departments. In most cases this additional information had

reached our Government by way of the International Committee of the Red Cross.

### Summary

The American Red Cross is a private organization assigned by law to represent the United States in various international relief activities and to perform many national and local services in this country. Its relations with the Armed Forces during wartime are established by law. Servicemen in World War II found Red Cross facilities that the Red Cross usually had anticipated many of their needs by establishing services to cover many unusual situations.

Today, as in wartime, Red Cross activities with the Armed Forces are based on one simple principle—to help the individual serviceman and his family. A serviceman in turn should be aware of the regulations and policies governing the kind and extent of services he reasonably can expect the Red Cross to provide. Like all citizens, servicemen can consider the Red Cross as a good friend.

## National Public Purchasing Agents To Hold San Francisco Meeting

**T**HE NATIONAL ACADEMY for Public Purchasing will hold a three-day conference in San Francisco on February 23, 24 and 25, according to information from Mr. H. C. Maaske, Manager, Bureau of Federal Supply at San Francisco. The Academy is unique in that it is the pioneer for a nationwide exchange among Federal, State and Municipal purchasing officers of knowledge, experience and ideas on various broad phases of procurement by tax supported organizations.

The first session of the Academy was opened at Washington, D. C., on April 5, 1948, by Mr. Clifton E. Mack, Director, Bureau of Federal Supply, U. S. Treasury Department, Washington, D. C., assisted by Mr. Robert LeFevre, Bureau of Federal Supply, who is also the Director of the Academy and was chairman of the first Seminar held from April 5 to April 10, 1948, in Washington.

The Academy conferences are held for the purpose of discussion of important and far-reaching subjects related to public purchasing. They are conducted in Seminar fashion and are not comparable to meetings that may be for the primary purpose of presenting information. Participation in the Academy presupposes some contribution to the knowledge regarding the subjects presented and in this respect differ from meeting helds primarily for the purpose of conveying information to large groups. It is expected that the West Coast Conference of the Academy to be held in San Francisco this month will be attended



by top ranking purchasing officers among Federal, State and Municipal procurement organizations, primarily from West Coast States. The sessions are expected to result in considerable progress toward improved public service in the very broad field of public purchasing.

Details of the conference are still being worked, however program leaflets or similar information will be available well ahead of the scheduled conference dates.

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# Report on the City of San Francisco,

By the National Board of Fire Underwriters Committee on Fire Prevention and Engineering Standards

**Editor's Note:** The survey of conditions in San Francisco recently issued as Report No. 128 by the National Board of Fire Underwriters Committee on Fire Prevention and Engineering Standards is of vital importance. In the opinion of the Editor of the Record it should be given the widest publicity. The importance of this report calls for its publication in full; its length requires publication in installments. The Record is therefore carrying the report in full omitting only various tables and compilations which are covered by the text. Following is part TWO. Concluding installment will follow in next issue.

## FIRE DEPARTMENT

**ORGANIZATION.**—General.—The fire department has been full paid since 1900; operation is on a 60-hour a week basis for firemen and 48-hour a week for marine crews. For fire-fighting purposes the city is divided into 3 divisions and 11 districts with an assistant chief in charge of each division and a battalion chief in charge of each district. Districts contain from 6 to 17 companies. Division 1 includes practically all of the congested value district.

The department is under the management of a board of fire commissioners, appointed by the mayor for 4-year terms. Present members are Max Sobel, president, Walter Leonetti and Robert H. Schaeboard. Chief Edward P. Walsh was fer. They were appointed in January and April 1948, following the acceptance of resignations of two and the death of one of the previous members. The practice of appointing new fire commissioners is customary at each change of administration. The board has full control of the department and handles directly expenditures and appropriations, the enforcement of discipline, appointments, promotions, and retirement of members, and numerous details usually handled more efficiently by chief officers.

**Officers.**—The chief is appointed by the board to serve during its pleasure. He is charged with the special duty of superintending the extinguishment of fires at which time he is permitted to exercise supreme command over the department members on duty. At other times he is the nominal executive head of the department with general direction of all members including the fire prevention bureau and high pressure system, subject to supervision of the Board. Chief Edward Walsh was appointed by January 1948, after 26 years of service during which he advanced through the fire-fighting grades by successive promotions. A charter amendment, effective April 1, 1948, gives the chief power to appoint a deputy chief from the hands of first or second assistant chiefs. At the time of this inspection all assistant chiefs were in turn given opportunity to act as deputy chief for a week at a time pending the appointment of deputy on July 1, 1948. The chief is on continuous duty; assistant chiefs are on platoon duty with regular response assignments.

Battalion chiefs are responsible for operation of their companies. As fire wardens they are assigned districts of the city in which they are required to enforce fire protective ordinances;

these fire warden district are not entirely the same areas in which they respond on first alarms. The board of chiefs, with the chief as chairman, has authority to investigate all matters pertaining to department efficiency and to make recommendations to the fire commissioners.



**EDWARD P. WALSH, Chief Engineer**  
San Francisco Fire Department

**Expenses.**—Expenses of the fire department during the past five years, including the high pressure system but omitting fire alarm costs, have averaged \$4,197,515; for 1946-47 they amounted to \$5,189,492 which is an average per capita expense for maintenance of \$6.70 based on an estimated population of 775,000. The State pays half of the expense of maintenance of the two fire boats. A total of \$355,338 has been expended in the last 3 years for new apparatus and stations.

**Membership.** — See Table. Total membership in April, 1948, was 1,632 with a fire force of 1,510. Authorized



**HON. ELMER E. ROBINSON**  
Mayor

membership was 1,638.

**Appointment and Promotion.**—Except for the chief, secretary and physician, who serve at the pleasure of the board, and the deputy chief who is to be appointed by the chief, all original appointments and promotions are



**MAX SOBEL, President**  
San Francisco Fire Commission

results of a second medical examination. Promotions are based mainly on written examinations with considerable credit for seniority. Chiefs' operators, pumper operators and drivers are appointed by the chief.

**Retirement and Pension.**—The pen-

FIRE DEPARTMENT MEMBERSHIP	
Chief Officers .....	36
Captains .....	75
Lieutenants .....	138
Chief's Operators .....	38
Marine Crews .....	30
Engineers .....	3
Firemen .....	1190
Fire Force .....	1510
Staff .....	17
Fire Prevention and Investigation .....	40
High Pressure System .....	38
Training .....	7
Mechanics .....	7
Assignment Office .....	6
Harbor .....	3
Employees .....	4
Total .....	1632

made by the board under civil service regulations. Applicants for original appointment must pass medical, athletic and written examinations. Age limits are 21 to 35; minimum height and weight limits are 5 feet 7 inches and 140 pounds; probationary period, six months. Final appointment is subject to favorable report of company officers and the drill master, and on

sion fund' is supported by contributions from the city, and from members in amounts determined by an actuary. Half-salary pensions are paid members who entered the service before 1932, on retirement after 20 years' service at the age of 55, and after 25 years' continuous service. Pensions, in amounts determined by an actuary, are (Continued on next page)

**S. F. SURVEY**

(Continued from page 15)  
given after 30 years' service to members who entered the service since that date; retirement in each case is op-

tional. Provision is made for dependents. Compensation is provided during disability, and benefits paid dependents of members killed in line of duty. Members over 60 years of age may be

forced to retire for the good of the service by unanimous vote of the board. Retirement is compulsory at age 70. The department records show that 126 members are over 55 years of age, 50 are over 60 years and 14 are 65 years or older.

**Companies.** — Forty-seven pumper, 17 ladder, 14 booster tank, 2 fire boats, 2 fire boat tender, 4 salvage, 4 water tower, 2 rescue, an air compressor,

a fuel supply and 2 searchlight companies are in service in 56 stations. A captain or lieutenant is on duty at most times in each pumper, ladder, fire boat, salvage and rescue company. Regular and relief drivers, pumper operators and tillermen are provided and other members are trained as substitutes. Each chief officer on fire duty has a driver who acts as an aide.

Excepting marine crews, members of the fire force work 15-day tours of duty, each tour consisting of 6 or 4 day shifts followed by 72 hours off duty and 5 or 6 night shifts followed by 48 or 72 hours off duty. Shifts change at 8 A.M. and 6 P.M.; tours (Continued on next page)

**TABLE OF OFFICERS**

Name	Age	Appt. to Present Position	Years in Service
Chief: Edward P. Walsh	52	1948	26
Deputy Chief: A. J. Galli	60	1948	35
1st Asst. Chiefs:			
M. J. Kearns	62	1937	38
Ed. D. O'Neill	58	1942	35
Acting, J. F. Kearney	65	1948	38
2nd Asst. Chiefs:			
P. A. McCormack	55	1946	29
C. F. Kruger	55	1947	27
T. J. Keohane	62	1945	36
James Kitzpatrick	64	1947	29
G. L. Trapp	61	1941	36
Fire Prevention and Investigation: F. P. Kelly	61	1937	38
Battalion Chiefs:			
Rudolph Schubert	71	1924	42
E. M. Cogan	50	1946	27
J. A. Cafferty	57	1947	27
R. C. Minkel	46	1945	19
Wm. H. Gilmore	39	1947	16
R. D. Anderson	40	1947	17
A. C. Derham	59	1941	33
D. J. Milani	46	1945	20
T. F. Webb, Jr.	51	1947	27
Wm. F. Murray	49	1945	27
J. J. Howard	56	1947	29
J. L. Pruyn	53	1947	25
F. P. Gibson	58	1945	34
J. J. Webb	50	1947	27
T. E. Kenney	62	1930	35
Lawrence Dillon	51	1945	24
F. A. Carew	63	1929	34
M. J. Flaherty	60	1930	38
B. H. Dever	58	1929	26
James Horan	52	1944	27
C. J. Conroy	63	1930	38
E. J. O'Meara	54	1947	29
V. E. Bertucci	56	1938	29
J. A. Smith	53	1946	29
Wm. J. Smith	61	1937	34
Edward O'Dowd	59	1939	29
Training:			
J. H. McLendon	49	1946	25
Mechanical Engineer:			
R. D. Keeley	41	1946	2



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alternate semi-annually. Marine crews work 24-hour shifts and a 48-hour week. Annual vacations are for 14 days; vacations are distributed throughout most of the year. The average number sick or disabled is 35. Relief company officers are provided; battalion chiefs are relieved by senior captains and assistant chiefs by battalion chiefs. Continuous watch is maintained in all stations.

By charter provision, members may be kept on duty not more than 14 consecutive hours, except when changing tours or for a conflagration requiring the service of more than half of the force. Telephone numbers of all members are on file at fire stations and at the assignment office.

Within or near boundaries of the congested value district are 6 pumper, a booster tank, 2 rescue squad, 2 water tower, an air compressor, a floodlight and 3 ladder companies; no building is more distant than 3/4-mile from 3 or more pumper companies or one mile from 2 ladder trucks. Within 1 1/2 miles of Third and Market Streets are in addition, 7 pumper, 2 ladder, 2 booster tank, 2 salvage, a floodlight and 2 water tower companies. Manufacturing, mercantile, and high value apartment house districts have pumper protection within 3/4-mile and, with few exceptions, ladder protection with-

in one mile. The two fire boats are available along the waterfront for large water lines and as an emergency source of supply for the high pressure system.

Small stream service from booster tank companies is good except in the Sunset district and the western part of the Richmond district. Small stream service from 1 1/2-inch hose is good in all parts of the city. Most buildings six stories or over in height are within 1 1/2 miles of the taller water towers, and all of the district bounded by Van Ness Avenue, 11th and Division Streets and the waterfront has water tower protection and searchlight service within 1 1/2 miles.

**EQUIPMENT.**—General.—Thirteen pumers, 4 tractors and the two fire boat tenders have been in service over 20 years, including 3 pumers and a tractor with more than 25 years of service. The fire boats have had 39 years of service.

Pumers.—In service are 20 American-LaFrance, 15 Seagrave, 12 Mack, an Ahrens-Fox and a Stutz pumper; in reserve are 5 American-LaFrance and 7 Seagrave pumers. With the exception of one of 1,000 gallons capacity all reserve pumers are of 750 gallons capacity. All have divided hose bodies. Each carries two 12-foot lengths of 5-inch drafting suction and one 12- and one 6-foot lengths of 3-inch flexible suction hose. One has a piston pump, 8 have rotary pumps and others of centrifugal type.

Fire Boats.—Fire boats Dennis T. Sullivan and David Scannel are in service at the foot of Harrison Street and at the foot of Bay Street, respectively. In addition to the marine crew, an officer and six hosemen are on duty on each. They are twin ships with steel hulls and twin screws, built in 1909. Length, beam and draft are respectively 120, 26 and 11 feet. Gross tonnage is 240; net tonnage, 140. Speed is 12 miles an hour. Power equipment includes: Two Babcock & Wilcox oil burning boilers; two vertical compound condensing propelling engines, and two turbines each driving a 2-stage Byron-Jackson centrifugal pump of 4,500 gallons capacity at 150 pounds pressure; pumps are cross connected for operation in series or parallel.

Fire fighting equipment includes monitors over the pilot house and deck house, a telescopic tower elevating to 54 feet above water, and two portable monitors which may be mounted at either side of the deck or over the aft deck house. Nozzle tips range from 2 to 2 3/4 inches in diameter. Two manifolds, each with ten 3 1/2-inch outlets reduced to 3-inch, are mounted, without cross connection, at each side above the deck house. Each boat carries 880 feet of 1 1/2-inch and 4,000 or 5,000 feet of 3 1/2-inch hose, is equipped with radio receiver, steam winches, steam steering gear, 10-kw. generator, searchlight, portable flood lights and has a perforated pipe water curtain extending around the deck house. Hose tenders are located at Station 19 and at the foot of Bay Street. From 3- to 4-mile runs are

necessary for the nearest fire boat to reach the more distant parts of the southern waterfront.

**Pumper Tests.**—Fifteen representative pumers were tested at draft during this survey to determine their condition and the proficiency of their operators. All but Pumps 12, 37 and a reserve pumper were able to deliver their rated capacities. Pumper 12 failed, due to lubrication trouble and had to be towed to the shop. On first test, the motor of Pumper 37 overheated, due to an obstruction in the cooling system. On a subsequent test Pumper 37 was able to deliver its rated capacity only when the foot throttle was fully depressed. A reserve pumper of 1916 model was able to pump 90 per cent of capacity for 10 minutes, after which the test was discontinued because of unsteady, and irregular running. Throttles of 4 pumers had excessive play in their linkages or were not rigid, 3 pressure governors were in poor condition, a fuel gage and a temperature indicator were inoperative, a muffler was broken and a tachometer was 13 per cent out of adjustment. With few exceptions the proficiency of operators was

only fair; two were poor. Operating deficiencies included improper use of pump stages, cold motor operation and failure to set clutch locks.

**Ladder Trucks.**—Two Seagrave and two Ahrens-Fox 85-foot aerial trucks purchased between 1939 and 1946 and 13 old service ladder trucks either built or altered in the municipal shop to conform to the city design, are in service, and one aerial and 3 service ladder trucks are in reserve. With few exceptions all carry 65- and 50-foot extensions, 35- and 32-foot straight ladders and 8 to 13 other ladders including 4 pompiers and two with roof hooks. All have 4-wheel tractors which are interchangeable with those used on the smaller water towers and all have tillers. Nine tractors are in reserve. The top-heavy construction of service ladder trucks has caused accidents when turning too quickly.

**Hose Wagons.**—In addition to the pumers carrying hose, eight hose wagons are in service, six with pumper companies and two as fire boat tenders. Each of the hose wagons in pumper companies carries 2,000 feet of 3-inch hose in a divided body; each

(Continued on next page)

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**S. F. SURVEY**

(Continued from page 17)

fire boat tender carries 4,000 feet of 3½-inch hose in a 4-compartment body. All are equipped with turret pipes. Five reserve hose wagons are provided.

Small Stream Service. — Twelve booster tank wagons, each with 400- to 500-gallon water tank and 600 feet of 1-inch hose, a 500-gallon pumper with 350-gallon water tank and 200 feet of 1½-inch hose in addition to the 1-inch, and a 600-gallon pumper with 350-gallon water tank and 700 feet of 2¾-inch hose in addition to smaller hose; furnish most of the small stream service. The booster tank wagon and small pumpers are of 4 different makes. Other pumpers carry 200 feet of 1½-inch hose with ¾- and ¾-inch tips and combination spray and straight stream nozzles. About one-third of the portable extinguishers are of forestry and others are of soda and acid type; lacking are foam and carbon-dioxide types. Each booster tank wagon and each pumper carries a combined spray and straight stream nozzle for use of 1- and 1½-inch hose; applicators are carried by a few ladder trucks.

Salvage Equipment.—Four salvage wagons, built on International and Reo chassis of 1930 and 1939 models, are in service and one is in reserve. Each wagon carries 75 stock and 4 roof covers, squeegees, sprinkler heads, sprinkler shutoffs, brooms, buckets, shovels and two gas masks. A Chrysler 500-gallon trailer pump is used for de-watering flooded areas. No salvage equipments carried by pumper or ladder companies.

Powerful and Special Stream Appliances.—The 75-foot and 60-foot Gortier water towers were built in 1902 and 1898, respectively. Each has an independent deck pipe with interchangeable 1½-inch to 2½-inch tips. The 31-foot water towers were built in 1927. Each has an independent deck pipe with 1¾- to 2¼-inch tips. All of the water towers are raised by hydraulic motors which are slow in operation and require connection to a pumper or high pressure hydrant before raising. Eight 3-inch inlets are provided on each.

Aerial ladder trucks Nos. 3 and 6 carry a ladder pipe having 1¼- to 1¾-inch tips and 100 feet of 2½-inch hose. Each ladder truck has a balcony pipe with 1½-inch nozzle tip. Each pumper carries one or two reducing valves designed for supply two lines, open nozzles with 1½- and 2-inch tips with Siamese connection and nozzle holder and two distributing nozzles. Seven booster tank wagons carry foam generators with 4 to 6 cans of powder. A Ford truck stationed with Pumper 29 carries 2 foam generators and 36 cans of powder.

Emergency Equipment.—The rescue wagon in service with Ladder 1, built in the municipal shops on a 1930 Mack chassis, carries complete first-aid equipment, 8 oxygen and 4 gas masks, fresh air breathing equipment, oxy-acetylene cutting set and a loud speak-

er. The utility wagon in service with Pumper 4 is built on a 1942 Dodge chassis and carries much of the same equipment as does the rescue wagon, with the addition of a 1 250-watt lighting generator with flood lights.

Both searchlight wagons were assembled at the municipal shops, using Kleiber 2-ton truck chassis of 1929 model upon which are mounted 10-kw. Kohler generators. Each wagon has five 1,000-watt flood lamps, mounted on an elevated platform, and eight 400-watt portable focusing lamps, each equipped with stand and 500 feet of cable. Six ladder trucks each carry a portable 1,250- or 1,500-watt lighting generator with 500- and 250-watt flood lights.

Assembled in the municipal shops in 1930 on a 1926 White chassis, the air compressor carries a 160-cubic foot compressor unit, 5 air guns, smoke extractor and various tools for breaking concrete or cutting wood.

A 4-wheel drive Kenworth towing tractor of 1940 model, stationed with Pumper 29, is equipped with capstan, hoist and 15-ton dolly.

A coffee wagon, stationed with Pumper 25, carries coffee urns and a supply of coffee, milk and sugar and is used in case of extra alarm fires.

Fuel Truck.—A 1923 tank truck, in service with Pumper 4, carries one 100-gallon lubricating oil and two 250-gallon gasoline tanks; it is kept loaded and is called for as required. Tank outlets are equipped with fusible shut-off links. The driver is detailed from one of the companies. Gasoline supplies are provided in underground tanks or portable buggies at all fire stations.

Chiefs' and Other Automobiles and Trucks.—Sedans are provided for the fire commissioners, chief and assistant chief officers and coupes for battalion chiefs members of the fire prevention bureau, mechanics, instructors and the salvage captain. Various trucks and automobiles are used in high pressure system maintenance, delivery of supplies and in repair service.

Hose.—All 1½-inch and larger hose is double-jacketed cotton, rubber-lined, of good grade, purchased under the department's own specifications, with a 3-year guarantee. New hose is given complete tests including pressure tests of 400 pounds on each length and tests for chemical composition, friction, elasticity and tensile strength on every tenth section. After one year of service hose is tested at 300 pounds. The 2¾-inch size with 3-inch couplings is used instead of 2½-inch hose. Quarterly service tests are made in stations at 200 pounds pump pressure. Defective lengths are repaired, classed as second grade or condemned. Before 5 years of service, hose is again tested at 400 pounds and redistributed among outlying companies. Towers or drying racks are provided at all fire stations.

The 2¾- and 3½-inch hose couplings have National Standard 3- and 3½-inch threads. Each high pressure hydrant has three 3½-inch outlets,

(Continued on next page)

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### S. F. SURVEY

(Continued from page 18)

two of which are reduced to 3-inch. Excepting about 100 low pressure hydrants with 2½-inch outlets, all have 3-inch outlets of National Standard dimensions. Shut-off valves, distributing nozzles and 2½-inch hydrant outlets have 2½-inch threads of approximate National Standard dimensions. Pumper companies carry full sets of increasers and reducers which permit interconnection of various sizes of hose.

**Minor Equipment.**—Minor equipment on pumps and ladder trucks is distributed uniformly and is mainly complete. Appliances needed are listed under Recommendations. Radio receivers tuned to the police department transmitter are on the fire boats and in automobiles of chief officers.

**Repairs.**—Minor repairs are made at fire stations by six detailed firemen of the automobile school under supervision of Geo. F. Van Oorschot, Inspector. One of the mechanics is on call at all times. During 1946-47 there were 54 cases of mechanical failure of apparatus to respond to alarms; during 1937-38 there were only 25 such cases. Major repairs are made at the municipal shops under supervision of the purchasing department and the capable direction of General Superintendent Harold Jones, who has had extensive experience in fire department repair work. The shop force consists of 40 men. The shops are well equipped to make all fire department repairs, including painting, manufacture of ladders, nozzles and fittings, and tests of pumps and hose. A fair supply of apparatus parts is kept in stock. Acting Superintendent of Equipment R. D. Keeley has supervision over the high pressure system, its reservoirs, pumping stations, domestic system hydrants and the fire boats.

**Fire Stations.**—Excepting two of fireproof and two of steel frame construction, stations are about equally of wood frame and ordinary construction, the latter type offering little resistance to earthquake stresses. Many of the wood frame stations are in only fair condition. Stations 10, 11, 14, and that of Ladder Company 6 of frame construction and Station 27, of ordinary construction, are in poor condition. In the event of a serious earthquake severe damage or even collapse of some of the ordinary masonry type stations may be expected with resulting disablement of apparatus and demoralization of personnel.

**OPERATION.**—Discipline. — The department is governed by rules and regulations of 1928 to which a few amendments have been added, and by general orders, issued on occasion. Written charges, preferred by company officers, are forwarded through channels to the chief, who may suspend a member pending trial. All chief officers have the power to suspend members summarily. The board of fire commissioners serves as the trial board. Hearings are public; defendants may be represented by counsel and witnesses examined under oath.

The board may reprimand, suspend, fine or dismiss, and its action unless appealed to the courts is final. Penalties for infractions of rules, almost invariably consist of short suspensions. The administration of discipline by past boards of fire commissioners has not always been free from outside influences. Records of discipline kept by the secretary of the board are referred to by the civil service board when making promotions.

**Drilling and Training.** — Battalion Chief J. H. McLendon is in charge of training. He is assisted by two lieutenant instructors. The fire college was inaugurated in October, 1947, as a part of the San Francisco City College. During this survey company officers were trained as teachers by Thomas S. Ward, Instructor of State Vocational Training.

Firemen, detailed from companies in classes of 25, attend morning lectures for one week, witness demonstrations of devices and equipment and conclude with the lecture course with a written examination. The same class with the addition of 15 other detailed members participate in afternoon drills with ladders, hose and equipment at the department drill tower.

Captain W. E. Gallatin has been in charge of tower drills since 1932. He is assisted by company officers detailed as needed. A well equipped 7-story steel frame and brick drill tower, located near Station 29, has facilities for

pompier drills, fire escape and stand-pipe practice, use of gas masks and study of ventilation. Morning and afternoon sessions are held at the drill tower usually 5 days a week.

Combined drills, simulating fire conditions with two pumper companies operating as units in charge of the instructor, are held on four mornings of each week and two pumper companies in combination with a ladder company drill together on one morning of each week. Ladders and ropes are tested at 2-year intervals.

Company drills are held weekly at fire stations, sometimes under supervision of district chiefs. Pumps are operated monthly at dock, cistern, reservoir or hydrant. Driving and pumping instruction is given and annual condition tests are conducted by members of the automobile school.

**Response to Alarms.**—The usual response to box alarms is in the table, the amount of apparatus for second and subsequent alarms, including previous response.

In addition, first alarms include the response of an assistant and a battalion chief, a booster tank company except in the more distant parts of the Sunset district, a salvage company in the northeastern part of the city bounded approximately by Divisadero and 16th Streets, a rescue squad in the congested value and main industrial districts and a fire boat along the waterfront. Fire boat tenders respond on

(Continued on next page)



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**S. F. SURVEY**

(Continued from page 19)

third or greater alarms. The chief attends all second and some first alarms. Water towers, searchlight wagons, the air compressor and fuel wagon respond only on special calls; provision is made for special response of any company. Response to telephone alarms for building fires is the same as to box alarms. To still alarms the nearest booster tank or pumper company and a battalion chief are dispatched.

The running card provides for response to five alarms and moving of companies on second and subsequent alarms to protect uncovered districts. All companies are listed on all cards. Vicinity boxes, to which only one pumper company responds, are designated.

The officers on duty at the assignment office direct distribution of companies under abnormal conditions or for extended first alarm fires. Apparatus is sent out of the city infrequently to aid neighboring cities. One of the fire boats is available for waterfront fires in any part of the bay.

One or more automobile mechanics respond to second alarms if on duty. On third alarms the drill and fire college classes, if in session, gatemen of the high pressure system and an offshift crew of each high pressure pumping station, attend.

When a humidity of less than 30 per cent is accompanied by a wind velocity greater than 20 miles per hour and 10 or more companies are not available for response to alarms an emergency warning signal is transmitted. A modified assignment signal, transmitted when many companies are not available for response, limits first alarm assignments to 2 pumper, a ladder and booster tank companies and subsequent alarms to a ladder and 3 pumper companies. An emergency duty signal is given when, in the opinion of the chief or acting chief, all offshift members are required; they are then called by company officers who are in stations or by the assignment office when stations are vacant. A fourth emergency signal further limits first alarm assignments to a pumper and a booster tank companies. A total of 673 offshift members worked at a daytime fire on April 10, 1947.

The congested value, manufacturing, Mission, Richmond, and Sunset districts are fairly level, but steep grades are encountered in other parts of the city. Passenger trains at grade crossings occasionally delay fire apparatus south of the congested value district. Traffic warning gongs, operated from the fire alarm office, aid response along Market Street and over drawbridges along the channel. The crossing of Market Street by apparatus is avoided when possible and special orders are issued to this end at the times when long parades are passing. All alarms, special calls and signals indicating chiefs and fire boats in or out of service are broadcast by radio.

Fire Methods.—Pumper companies (Continued on next page)

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usually lay hose from fire to hydrant and connect pumps to domestic system hydrants using the shorter 3-inch flexible suction; second pumps are occasionally connected to hydrants using 12-foot suction. A pumping pressure of 120 pounds is required unless otherwise ordered. Hose is laid differently in the two compartments of hose bodies to facilitate laying in either direction, and double connections are carried for use when two lines are laid at once.

The high pressure system is used regularly in preference to the domestic supply, supplying lines through pressure regulators, attended by a pumper

During 1946-47, the salvage companies answered 3,560 alarms and placed 4,708 stock and 838 roof covers.

**Building Inspections.**—No building inspections are made by company members. Battalion chiefs are required to make five building inspection reports monthly, including diagrams of main floors. These reports are filed without being used in conferences to familiarize the fire fighting force with important buildings, plants and available private fire protection facilities. Stations are visited frequently by battalion chiefs and are given a general inspection semi-annually by assistant chiefs.

**SUMMARY OF APPARATUS**

	In Service	In Reserve
<b>Pumpers:</b>		
1000-gallon .....	41	1
750-gallon .....	6	16
600-gallon .....	0	1
500-gallon .....	0	1
<b>Hose Wagons:</b>		
Plain .....	6	5
Fire Boat Tenders .....	2	0
Booster Tank Wagons .....	14	0
<b>Ladder Trucks:</b>		
Aerial .....	4	1
Service .....	13	3
Fire Boats .....	2	0
Rescue Wagons .....	2	0
Salvage Wagons .....	4	1
Light Wagons .....	2	0
Water Towers .....	4	0
Chiefs' Automobiles .....	34	17
Fuel Wagon .....	1	0
Trucks .....	23	0
Hose, 1½-inch .....	34,900'	7,100'
Hose, 2¾-inch .....	120,800'	19,200'
Hose, 3-inch .....	31,000'	6,150'
Hose, 3½-inch .....	25,900'	3,500'
Hose, 1-inch for Boosters .....	11,450'	600'
Ladders, Total Length .....	8,311'	379'
Ladders, Short, on Hose Wagons, etc. ....	146	16
Portable Extinguishers .....	150	0
Chemical Tanks .....	0	8
Water Tanks .....	14	1
Gas Masks .....	178	0
Oxygen Masks .....	8	0
Fresh Air Masks .....	2	0
Salvage Covers .....	1,110	0
Mounted Turrets .....	11	5
Deluge Sets .....	48	6
Ladder Pipes .....	2	0
Distributing Nozzles .....	80	6
Foam Generators .....	9	0
Portable Light Generators .....	7	0

operator at each hydrant. For serious fires, pressure is increased by turning in Ashbury Heights tank or Twin Peaks reservoir.

Little hesitancy is shown in the use of powerful streams from turret pipes, ladder pipes and water towers. Having no cellar pipes, it is necessary to use distributing nozzles on basement fires which cannot be attacked directly by streams from hand lines. General use is made of balcony pipes connected to standpipes with which most of the buildings 4 stories and higher are equipped. The second pumper company is required to connect its first line to the automatic sprinkler siamese of a building so protected.

**Records and Reports.** — Journal, property and supply books are kept by company officers and record is made of hose tests; monthly reports of company operations, supplies used, mileage, etc., are submitted to battalion chiefs for approval and transmitted to division chiefs. The assignment office keeps record of details, vacations and personnel, and makes daily membership reports to headquarters. Records of apparatus, repairs and supplies are kept at the automobile school. Fairly complete fire reports are made out by battalion chiefs. The chief makes recommendations to the fire commission annually (Continued on next page)

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## S. F. SURVEY

(Continued from page 21)

in connection with the budget and at other times as occasion demands.

**IMPROVEMENTS.**—Since the 1939 National Board of Fire Underwriters report the position of Deputy Chief was created, the third division was established, 4 additional assistant chiefs, 4 additional battalion chiefs and 372 additional members were added to the fire force. A. J. Galli was appointed deputy chief on July 1, 1948. Seven chemical companies were equipped with modern booster tank apparatus and an additional booster tank company and rescue squad were installed. Eleven pumpers, 4 aerial and 2 service ladder trucks, and two tractors were purchased, use of spray nozzles and 3-inch hose was inaugurated, two fire stations were built in partial replacement of many in poor condition, the salvage companies were incorporated in the fire department and a drill school was established.

Installation of a modern radio communication system to include fire stations as well as mobile units on the fire department's own channel is under way. Construction of a fire station on Sanchez Street near Market Street to house Pumper Company 27, Ladder Company 6, Booster Tank Company 9 and Salvage Companies 2 and 2a, and one on 32nd Avenue near Pacheco Street in the Sunset district to house new pumper and ladder companies are contemplated. It is expected that operation on the 56-hour a week basis with addition of 69 members to the fire force will start on July 1, 1948. Since this inspection was made five new 1,000-gallon pumpers have been put in service, replacing 750-gallon pumpers, two new booster wagons have

replaced the booster wagons with 500- and 600-gallon pumps, and two new tractors have been provided for ladder trucks. Three more 1,000-gallon pumpers are on order.

**CONCLUSIONS.**—The fire department is a well organized and generally efficient force with mainly sufficient and well manned companies, though part are not equipped with the proper type of apparatus.

Administration of the department by former commissioners who have not made full use of the chief's experience and have delegated little or no authority to him has had a bad effect upon discipline, which has been intensified by their lenient handling of delinquencies and failure to require the retirement of numerous company members who are too old for active fire duty. Department rules and regulations are out of date and should be completely revised and brought into agreement with changes in organization and operations during the past 20 years.

Recent improvements in training, including drilling of companies as units and instruction of classes at the fire college, are in line with best modern practice, but a specially constructed building in which members can practice extinguishing various types of fires is needed.

Distribution of companies with respect to valuable and hazardous districts permits rapid concentrations of men and apparatus for serious fires, and companies are sufficient in number to handle simultaneous fires; however, an additional pumper company and a ladder company are needed in the southwestern part of the city. Many of the pumpers are old and most of the ladder companies have service trucks instead of aerials.

Hose supply is adequate and well cared for, and a good supply of large hose is carried on fire boat tenders to provide an independent supply for several blocks inland from the waterfront.

The established custom of former chiefs who considered it their duty to take personal charge of operations at every multiple alarm fire has resulted in preventing assistant chiefs from gaining experience in command, except during the absence of the chief or on those infrequent occasions when simultaneous multiple alarm fires occur.

The lack of building inspections by company members is a handicap to them in case of fire because of unfamiliarity with building construction and contents.

## FIRE ALARM SYSTEM

**ORGANIZATION.**—The fire alarm system is operated and maintained by the department of electricity. Gordon C. Osborne, formerly superintendent of plant, has been chief of the department since February 7, 1948. D. O. Townsend is acting superintendent of plant. Other activities of the department include manufacture of fire alarm

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**HEADQUARTERS.**—The central office is in a one-story and basement building of fireproof construction, erected in 1915 at Turk and Octavia Streets in Jefferson Square, a public park. The building is unexposed, windows have wired glass in metal sash and doors are labelled, of self-closing type. Heating is by gas-fired steam boiler.

**EQUIPMENT.**—Apparatus at Headquarters. — Apparatus is of manual type and local manufacture or assembly consisting of a cable terminal in the basement lacking protection facilities, and operating boards, central desk, power and lighting circuit control boards and telephone board on the first floor. Operating boards are arranged in a semi-circle with control desk at the center in a large and well lighted room which also contains the fire department assignment office, street traffic control equipment and the police radio transmitter.

Each box circuit has a milliammeter, pilot light, illuminated box list, power transferring and ground testing switches, rheostat, sounder, silencing switch and, in each side of the circuit, a signal key and relay. On a shelf in front of each panel are one or two inking registers. During receipt of an alarm, visible indications are given at the box circuit panel by the illuminated box list, pilot light and milliammeter, audible indication by a sounder and signal is recorded by one pen of a register.

Each alarm circuit has a milliammeter, illuminated station list, power transferring switches, ground testing switch, rheostat, supervising relay and register relay. Weak supervisory current, supplied by dynamotors, is interrupted by operation of multiple contact relays and 240-volt direct current thrown directly on the lines for sending out signals. During transmission of alarms all sounders are silenced and a pilot lamp is lighted at the telephone board. Outgoing signals are recorded by a 2-pen register at the central desk.

Hospital facilities are provided for 6 alarm and 5 box circuits. A special hospital panel provides more sensitive voltmeter tests for all circuits.

Apparatus is incomplete, lacking mechanical transmitters, time stamps, low current supervision, facilities to telephone over box circuits, and sufficient hospital circuit facilities for box circuits. The State harbor auxiliary

(Continued on next page)

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## S. F. SURVEY

(Continued from page 23)

fire alarm system connects to pilot lamp and buzzer and the A.D.T. connects by telegraph line to relays, sounder and register.

Circuits enter headquarters underground in six 40-conductor, two 50-conductor, one 60-conductor, and one 80-conductor lead-sheathed cables and terminate at the distributing rack in the basement. Panels are wired with asbestos-covered wire and are connected by open bus bars. Circuits are protected by 1/2-ampere, 2,500-volt enclosed fuses and double pole vacuum gap arresters at the operating boards and by 0.8-ampere, 2,500-volt enclosed fuses only at junctions of underground and aerial construction. Ultimate capacity of headquarters is about 100 box circuits.

Power Supply.—A 120-240-volt d.c. and two 200-volt, 3-phase a.c. circuits from the Pacific Gas and Electric Company are external power sources with a 7 1/2-kw., 120-volt d.c. gasoline en-

gine driven generator for standby service. Box circuits are supplied by individual vacuum tube rectifiers. Current for alarm circuits is supplied by a dynamotor for each 4 circuits. Dynamotors are supplied from the 120-volt, d.c. circuit with 120-ampere-hour battery floating.

A 2 1/2-kva inverter, taking power from the 120-volt battery automatically on failure of a.c. power, furnishes energy for rectifiers. In case of failure of d.c. power an automatic switch starts a 2 1/4-kw. motor-generator on the preferred a.c. service and connects its generator to the battery. Should the preferred a.c. source fail, another automatic switch connects rectifiers and, if necessary, the motor-generator to the second a.c. source. Current for local circuits in headquarters is supplied from the d.c. power circuit with a 1 1/2-kw., 25-volt motor generator, serviced by a.c. power, in reserve. Battery cells are well installed in a separate room.

Motor-generator sets are supplied also for 240-volt striking current over alarm circuits, for alarm circuit supervision, as an isolated source for routine circuit testing and for telephone ringing current. Emergency lights are supplied from the 120-volt d.c. bus.

Apparatus at Fire Stations and Elsewhere.—Duplicate alarm circuits connect fire stations, fire college, drill tower, pumping stations and at tanks of the high pressure system entering underground, terminating in each case in a recess behind a wooden panel upon which are mounted numbered test switches, relays, 8-inch gong, 5-inch tapper, an ink register and a desk telephone. Registers are direct acting with separate coils, actuated by either alarm circuit, but gongs and tappers are operated through local 30-volt

## FIRE ALARM BOXES

Department of Electricity ..	1532
Pacific Fire Extinguisher Co. ....	93
Gamewell Co. ....	61
California Electrical Co. ....	36
Foot-Pierson Co. ....	9
United States ....	6
Universal Tool & Manufacturing Co. ....	4
Star .....	4

Total..... 1745

transformers and relays. The a.c. supply is supervised by relay, local battery and vibrating bell. Telegraph instruments are installed on local practice circuits in most fire stations. Bells, registers, or both, connected to primary alarm circuits, are provided at street railway and electric power houses and barns, 2 draw bridges, police stations, hospitals and various offices and residences of fire and electrical department officials.

Boxes.—Total number, 1,745, an increase of 201 since the previous report. Most boxes are of interfering type.

Boxes of the Pacific Fire Extinguisher Company, 38 of Gamewell make and a few of other makes were originally of succession type; in some of these, non-interfering coils have been cut out. Most have starting handles under glass guard; a few have key under guard. Excepting those along the waterfront which have 3-digits, all have 4-digit code wheels numbered in accordance with zones and districts.

(Continued on next page)

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All Pacific Fire Extinguisher boxes have a distinguishing second digit. Those connected to the underground system are mounted on iron pipe standards or wooden posts; elsewhere they are on available poles. Boxes are painted red, with white bands on standards or alternate white and red bands about supporting poles. Except for boxes along the waterfront no indicating lights are provided. About 222 boxes are connected with auxiliary circuits. Seven boxes are provided for temporary replacement purposes. They are timed to transmit signals at the rate of 4 blows a second.

Distribution of boxes is good in the congested value district, particularly along Market Street, with a box at each intersection for the entire length and additional boxes on the opposite side at practically all intersections from the waterfront to 11th Street. Along much of the waterfront there is a box for each pier. Distribution is good in the industrial, Marina and Western districts. In general, box distribution is good in the northeastern part of the city and fair in outlying districts. In the Richmond and Sunset districts, boxes are located at alternate intersections of odd numbered avenues so that no building is further than about 670 feet from a box, but no boxes are on even numbered avenues.

Circuits.—In service are 70 box, 11 primary, 11 secondary and 2 traffic warning circuits; 47 box circuits serve excessive areas, and 3 primary and 3 secondary alarm circuits are overloaded with 8 or 9 stations connected to each. Approximately 60 per cent of box circuits and 72 per cent of alarm circuits are in underground cables in signaling circuit ducts owned mainly by the telephone company with some owned by the city. About half of the cables have No. 16 copper wires with saturated fibre insulation; the remainder are partly Nos. 18 and 19 copper with impregnated paper insulation; recent installations are of No. 18 copper with latex insulation. Opposite sides of most circuits are run in separate cables. Eight box circuits and 6 alarm circuits are totally underground.

Overhead wires are mostly No. 12 with some No. 10 hard-drawn copper with triple braided weatherproof insulation, usually on the top cross arms of telephone and two feet above the bottom arms of combination poles, frequently crossed by or run parallel to high tension wires. Special insulation is used where circuits run through trees. Box leads are of No. 14 or No. 12 rubber-covered copper in conduit with weather cap at the cross arm and insulating joint above the box; ground wires are protected by pipe and soldered to galvanized rods driven 5 feet in the congested value district circuits are extensively interlaced in groups of 3. In outlying districts circuits are interlaced in pairs only.

TELEPHONE SYSTEM.—Adjoining the operating room of the central office is a 2-position branch exchange, owned and maintained by the telephone company. In service are 24 trunks listed under the same number

and divided between two exchanges. Four of the trunks are reserved exclusively for fire calls, and there is one unlisted trunk. Locals connect with fire stations, assignment office, pumping stations, at tanks of the high pressure system, offices of the fire chief, fire commissioners, division of fire prevention and investigation, chief and superintendent of the department of electricity, municipal shop, electrical shop, city hall and police exchanges, and others.

Red and green pilot lights on the telephone board indicate when signals are being transmitted over primary and secondary alarm circuits. There is a special pilot light on the key operator's telephone circuit, and a short wave receiver tuned to the radio transmitter. No provision is made for grouped calling or talking to fire stations. With certain exceptions persons inquiring for locations of fires are denied this information. A direct line from the operating room connects with the A.D.T. office. Each fire station has a private telephone line for use of company members.

OPERATION.—Routine and Maintenance.—Operators work 8-hour shifts alternating between key and relay positions; they have one day off in four. One telephone and two telegraph operators are normally on duty. During weekdays an electrician is on duty at the central office and two or more linemen are available for trouble service; at night and on Sundays a repair man is also stationed at the central office. A captain and lieutenant or two lieutenants of the fire department are on duty in the assignment office and, following third alarms, a battalion chief.

In addition to transmitting alarms and numerous routine signals, operators receive and record box tests, direct the work of clearing circuit troubles, check operation of the police radio transmitter and the automatic timing of street traffic signals. Circuits are tested for grounds, and crosses at each change of shifts, and ground tests for each box circuit are made following each box test. Line current and voltage are not noted unless insufficient to operate relays. Test signals are sent over the system 3 times daily. Operators keep records of all alarms and troubles, preserve sections of box register tapes and record boxes tested and the time for each.

All department members are subject to call for emergency service. Line materials are stored at the department shop on Golden Gate Avenue near Hyde Street. Replacement boxes, station instruments and a small amount of line repair materials are kept at the central office. A lineman responds to all second alarms in a truck equipped with radio receiver, and the superintendent to third alarms. A lineman is assigned to the testing and adjustment of all fire alarm boxes; all were tested five times during 1947.

Alarm Transmission.—Signals from box circuits are manifested by winking pilot lights, telegraph sounder, and ink register and the circuit opera-

(Continued on page 27)

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## S. F. SURVEY

(Continued from page 25)

ting is indicated by illuminated box list. Following the second round of a box, operators check the number, and the key operator, using a telegraph key, transmits two rounds of the signal successively over each class of alarm circuits, starts the radio transmitter and announces the box number twice. If fire apparatus is required to cross Market Street, traffic signal bells are operated from 2 to 5 minutes. Operators are not given authority to hold up box alarms even though obviously for the same fire; such alarms are transmitted to fire stations, there to be interpreted by company members.

Telephone alarms are switched by the telephone operator to the key operator, who consults a telephone response book to obtain the nearest fire company and street box, and transmits the box number over alarm circuits and radio. For a telephone alarm reported to be a fire of minor importance, only the nearest company and battalion chief are notified by telephone and struck out of service by coded signals over secondary alarm circuits, and the location is broadcast by radio. For alarms received verbally at fire stations the same procedure as for telephone alarms is followed. A.D.T. alarms of fire are received and transmitted in the fire alarm numbering code; for sprinkler supervisory calls from the A.D.T., the nearest company is dispatched by telephone.

Movements of companies are followed on a large scale map by the assignment officers, who may order additional movements to protect uncovered districts when the usual assignments fail to leave suitable company distribution. Company officers report their return to quarters by telephone. Company in- and out-of-service signals are given in coded numerals; outside test signals and brief fire reports are in telegraph code.

The total number of first alarms during 1947 was 12,053. Of these 3-

588 originated at street boxes, 6,587 by telephone, 1,778 were verbal and 100 were A.D.T. alarms; 130 were from Reichel systems, 104 were second alarms, 30 were third alarms, 5 were fourth alarms and 3 were fifth alarms. False alarms from street boxes totaled 1,462.

**CONCLUSIONS.** — Boxes are in general well distributed, but most are of an obsolete interfering type which, in combination with overloaded circuits, tend to make receipt of alarms uncertain. Circuits are reasonably well maintained, but many are heavily overloaded and unnecessarily long as a result of extensive interlacing. Operation of the system is dependent to an unusual degree upon the personal element; the fairly high degree of reliability attained is largely due to skill and diligence of the operating force. Routine signals should be handled by telephone over the circuits without, as at present, interfering with box alarms.

Although nine circuits have been added, the overloaded condition of circuits and office equipment continues in about the former proportion. Installation of modern equipment and inauguration of improved operating methods are needed to provide the necessary capacity and reliability.

## FIRE DEPARTMENT AUXILIARIES

**FIRE MARSHAL.**—State.—Joe R. Yockers was appointed State fire marshal in May, 1943, following an experience of eight years in the Alhambra, California, fire department, eight years in the fire marshal's office where he rose to be deputy in charge of the Los Angeles office and one year with the United States Navy. He is charged with adopting and enforcing minimum standards for the prevention of fire and protection of life and property. To advise him in this capacity, a State Fire Advisory Board is established, consisting of fire officials from various parts of the State. Power is given to enforce the State regulations outside of corporate cities and fire protection districts and within these areas if requested. Total male personnel, including a fire prevention engineer and a chemist, numbers 29, distributed among the three offices in Sacramento, Los Angeles and San Francisco.

**Municipal.** — Chief, Michael E. Mitchell; total membership, 1,534; uniformed force, 1,428. The department is divided into 12 companies including inspector's bureau, traffic bureau, and headquarters, assigned to 9 districts.

Eight patrol wagons carrying stretchers and rope are distributed about the city. There are 135 automobiles, 5 trucks, 114 motorcycles that are equipped with radio receivers; 84 automobiles have 2-way radio. Present central transmitter is of 400-watt rating on a frequency of 2,466 kc.; fire department box alarms are broadcast in addition to police matters. Delivery is expected within 2 months of a more powerful transmitter with complete standby facilities, at which time

(Continued on page 29)

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**S. F. SURVEY**

(Continued from page 27)

the fire department will be operating over a completely independent system. No difficulty has been noted from both services using the one transmitter. The teletype system consists of one State and two local transmitters, and 15 receivers.

Each district has a signaling system maintained by the department of electricity. There are 30 separate circuits with up to 57 telegraph and telephone boxes on a circuit, with a total of 395 boxes. All calls come to a central panel board enabling any connection to be made from the outlying boxes. Patrolmen report every 2 hours.

A radio-equipped patrol car with two officers attends all first alarms and a district patrol sergeant also responds. Alarms in the vicinity of hospitals or schools receive the response of two patrol cars. On the judgment of the patrol sergeant additional officers are ordered and fire lines are maintained.

**PUBLIC SERVICE CORPORATION.**—The division operator of the gas and electric company has a punch register in his office and dispatches trouble men on second and greater alarms, or on first alarms if requested. Trouble men report to the officer in charge of the fire and are equipped to cut wires, shut off gas, and to perform other similar emergency duties. Telegraphic fire alarms are received at the line department office of the street railway system, and alarms are received by radio except during a brief interval at night. An emergency repair crew with truck responds to second or greater alarms equipped to shift or remove trolley wires and feeders.

**TELEPHONE SERVICE.**—The Pacific Telephone and Telegraph Company serves about 261,200 subscribers in San Francisco and including a small portion of adjoining San Mateo County. In this area about 406,100 telephones are installed connected to single- and 2-party lines through 35 exchanges in 12 central office buildings; 29 exchanges are dial-operated. Forty-eight per cent of the lines, including all business lines, are one-party lines. The congested value district is served by 6 dial-operated exchanges which are in a 7-story telephone office building of fireproof construction, located at Bush Street near Kearny Street. Except for the small brick Chinatown exchange, central office buildings are of fireproof construction, as well as two under construction. Exposed openings are protected, extinguishers, sand and water pails distributed, boards protected by asbestos blankets and, in some buildings, standpipes with hose are provided. About 84 per cent of the total conductor mileage is in underground cable and the remainder in aerial cable. Fire alarm headquarters is connected to two dial-operated exchanges in buildings of fire-proof construction located near Market and Valencia Streets and at Steiner and Pine Streets. Service from one exchange is over 25 trunk lines and from the other, 2 trunks and 2 one-party lines. Subscribers are directed either to dial the fire department number or to dial for the operator when reporting fires. Fire calls handled by the operator are supervised and recorded. Of the 12,053 first alarms received during 1947 about 55 per cent were transmitted by telephone.

**CENTRAL STATION WATCH SERVICE.**—The American District Telegraph Company furnishes fire alarm, night watch and sprinkler supervisory services to a total of 412 subscribers. Of these, 142 have sprinkler supervisory service, 91 have automatic fire alarms, 16 have both, and the remainder have either manual fire alarm or night watch, or both. The central office is on the second floor of a 7-story building of fireproof construction in the congested value district, of multiple occupancy, with unprotected vertical openings. The office has proper fire extinguisher distribution and is protected by wired glass (Continued on next page)

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## S. F. SURVEY

(Continued from page 29)

against exterior exposures but is exposed across a light court by other occupancies in the building. From 4 to 9 operators are on duty. Circuits are largely underground in leased wires of the telegraph and telephone companies. Current is available from rectifiers, storage batteries, and from a direct current power circuit supplying the business district; emergency lights are provided. Alarms are received on standard A.D.T. equipment and transmitted to the fire department as a number designating the particular property protected. A.D.T. records for 1947 show 240 alarms transmitted to fire alarm headquarters of which 128 were false or were caused by undue heat; 45 originated by night watch or fire alarm circuits; 131 by sprinkler supervisory, and 64 by Aero systems.

AUXILIARY FIRE ALARM SYSTEMS. — Fire Detection Service (Reichel System) serves 94 subscribers in mercantile and industrial risks with auxiliary alarm systems of the Pacific Fire Extinguisher Company with transmitters connected in municipal box circuits. Transmitters have double code wheels giving separate signals for fire and trouble. The company is notified by fire alarm headquarters of all alarms affecting their systems and has maintenance men to restore systems to normal. Records of the company for 1946 show 11 fires detected automatically, 32 alarms transmitted manually for vicinity fires, 52 false alarms, and 85 trouble alarms.

The Pacific Auxiliary Fire Alarm Company protects about 400 premises with a total of 1,811 Gamewell auxiliary boxes connected with 215 street fire alarm boxes. Current is supplied by batteries in cabinets attached to poles or standards of street boxes. No means are provided to indicate which building is affected where several different installations are connected to the same street box.

PRIVATE FIRE APPARATUS.—A fire department survey made in 1941 showed 600 private tanks and cisterns distributed throughout the city with individual capacities ranging from 5 to 100 thousand gallons; total capacity 13,607,000 gallons. All have suction connections for pumps. Several boats and tugs in the harbor have fire fighting equipment including 2-State-owned tugs with pumps of about 1,500 gallons capacity. None of these are on a standby basis, but will respond if available.

OUTSIDE AID.—The fire department if of such size that it is unlikely to need outside assistance. For the Treasure Island fire of April 10, 1947, requiring 62 units of San Francisco equipment, 4 companies from Oakland responded. There is little likelihood of calling in equipment for city aid, although companies from the East Bay cities could respond within one-half hour of call.

Part THREE—Conclusion—will follow in the March Record.

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Page Thirty-two

CITY-COUNTY RECORD

January-February, 194

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MARCH, 1949  
VOL. 16—NO. 3

PUBLISHED BY  
APRIL 1949

SUBSCRIPTION  
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PERIODICAL DEPT. *The City Hall Magazine*

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**DION R. HOLM, San Francisco City Attorney**

(See Story page 5)

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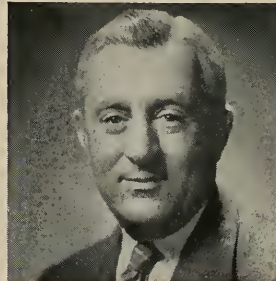
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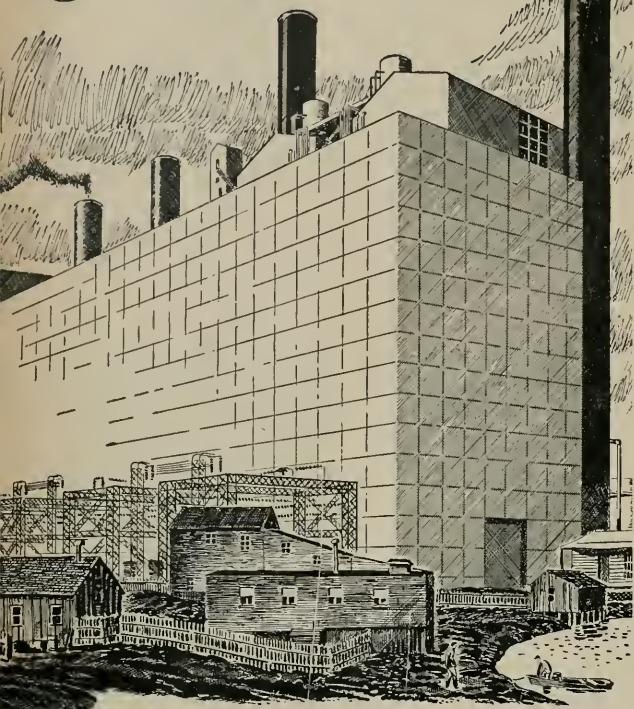
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By WILLIAM FLYNN  
Special Writer—The Record

DION HOLM, TALL PORTLY, and WISE in the ways of municipal law and humanity, now is City Attorney for the City and County of San Francisco.

Three qualities—ability, patience, and political adaptability—made him the successor of John Joseph O'Toole, who remained one of the city's Big Three of government as long as he desired and then retired voluntarily last March 1 after 23 years of distinguished service.

Holm was appointed O'Toole's successor by Mayor Elmer E. Robinson. The city's Chief Executive did not make a surprising appointment. Rather, his action was dictated by the practical necessity of appointing the only available qualified candidate.

Come November, the citizens of San Francisco will have a chance to weigh the wisdom of the Mayor's action in selecting as O'Toole's successor his long-time assistant and impetuous adviser.

### BASE THEIR DECISION

If they base their decision upon such considerations as experience, ability, and proved skill in performance of the job assigned, they will elect Holm to the office.

He should be accorded consideration on the basis of his personal qualifications for the office—ability, experience, and proved capacity for work. His record as O'Toole's chief deputy did his achievements in the nation's courts for the benefit of San Francisco could be the only measure of his candidacy. These are greater in every respect than those that could be offered by any other potential candidate for the office.

Holm is a member of a pioneer California and San Francisco family. His four grandparents were residents of San Francisco before 1852. He was born August 16, 1891, at 215 Turk Street, the son of Thomas N. and Julia Meldia Holm.

### SAN FRANCISCO SCHOOLS

He was educated at the Dudley one Grammar School, the old St. Ignace High School, Hastings Law College and the University of Santa Clara. He received his Bachelor of Arts Degree from Santa Clara in 1912 and was granted his Doctor of Law Degree from the same university two years later. Months later he was added to the State Bar.

While attending the University, he read law in the office of United States Senator Samuel Shortridge, one of the state's famed lawmakers of an earlier generation. To attend his classes he commuted from San Francisco to Santa Clara and back again, maintaining a schedule that permitted little sleep but permitted him to acquire the habit of work while riding trains.

After his admission to the Bar, he practiced for a time in the office of Senator Shortridge and then opened his own office. He was married in 1915 to Ramona Sagala, and they established their home at 97 Central Avenue in San Francisco and later summered in San Mateo. They have five children: Dion, Jr., Romona, Julian Ivan, Thomas Neil, Paul, and Donald. Four of the sons served with distinction during World War II in the Army and the Marine Corps.

### COMMISSIONED IN ARMY

Shortly after his marriage, Holm was commissioned a First Lieutenant in the Army and assigned to the military intelligence unit and stationed at the Presidio of San Francisco. He was returned to inactive duty in 1918 and resumed the practice of law.

His first public appointment was to serve as assistant attorney to the State Controller. He specialized in inheritance tax law and when he resigned the state post to become O'Toole's chief deputy in 1926, he was chief inheritance tax attorney for the State Controller with jurisdiction over the area extending from the Oregon border to San Luis Obispo.

Thus, Holm was a well-grounded attorney when he became O'Toole's

chief deputy on January 2, 1926.

He was assigned the responsibility for routine administration of the office that now operates on a budget of more than \$300,000 a year. He also became one of the chief pleaders for the city's right before all types of courts. Moreover, as the civil legal affairs of the city became greater with the growth of San Francisco, he assumed greater responsibilities in the councils that determined policy.

As his years of service in the City Attorney's office accumulated, Holm became an expert on public utilities litigation. When the current municipal charter became effective in 1932, he was designated as chief counsel for the Public Utilities Commission. This Commission has jurisdiction over properties valued at more than \$242,000,000 and its receipts every twelve months are now totaling more than \$32,000,000.

### PUBLIC UTILITIES CASE

Holm's first major public utilities case resulted in establishment of legal precedents—and saved the citizens, in the role of telephone rate payers, considerable money.

The communications company requested a rate increase. The city, on behalf of the cities and with Holm directing the campaign, fought the grant of the increases which would have totaled more than \$13,000,000.

When the litigation was concluded, the rate increase demand was cut in half, with a resulting saving of more than \$6,000,000 to the citizens.

Several of Holm's arguments in this case became celebrated in public utilities law as the basis for precedents on which current court decisions and rulings are now based. His ideas and their validity have been transformed by acceptance into statement of facts.

The continuing case in the history of the city's efforts to keep within the law concerning the now historical and momentarily dormant Hetch Hetchy case governing disposition of electrical energy generated by the Hetch Hetchy water and power project, might be considered the legal biography of



O'Toole and Holm, working together.

By way of background, the headwaters of the Hetch Hetchy system are in Yosemite National Park, federal property dedicated to maintenance of pristine nature and protected from profitable exploitation by private corporate enterprise.

Under congressional authority contained in the Raker Act, the city may use this federal-source water for its various public welfare needs, including the development of electrical energy—if none of the energy is sold to a private corporation for resale, presumably at a profit.

(Continued on page 20)

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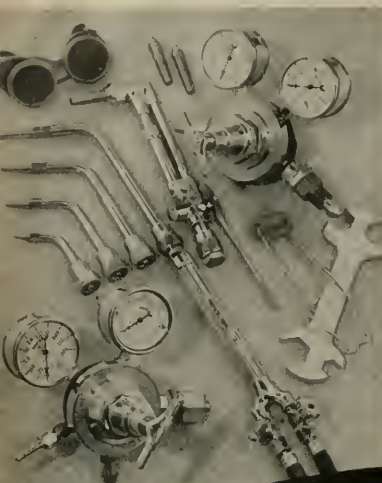
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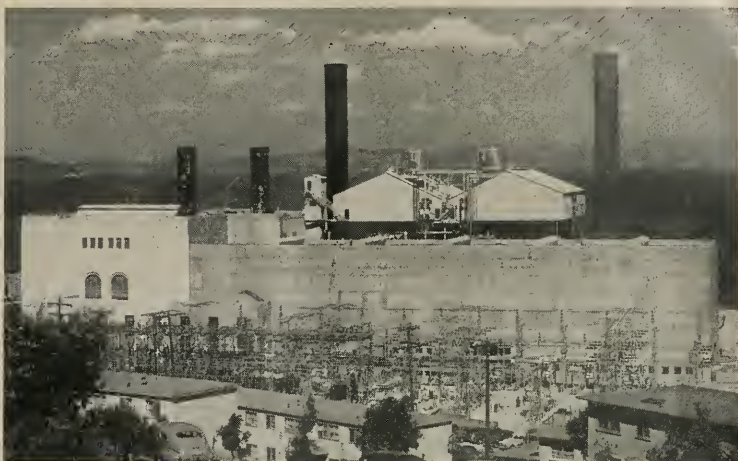
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# P. G. & E. Co's STATION "P" Goes on Line



## Station Opening Makes Industrial History States Mayor Robinson

THE COMPLETION OF THIS STATION turns a new page in San Francisco's industrial history. This great power-house makes an impressive addition to the power available to San Francisco's business and industrial organizations. Power, of course, is one of the controlling factors in the growth of any community, and the completion of this tremendous power-house is evidence



**ELMER E. ROBINSON, Mayor**  
City and County of San Francisco

confidence in our industrial future growth.

As Mayor of San Francisco, I tend to do everything in my power to invite capital investment in this city. Whatever can be done to invite business investment, and business location, must be done for the benefit of our people. We want more payrolls in San Francisco and we want many more available opportunities for employment. . . This very plant illustrates what I mean. This is certainly a notice to any potential capital investor in his business or his industry will have plenty of available power.

Behind the glass, the brick, the steel, this building, there stands the work (Continued on page 22)

## President James B. Black Outlines Company's Giant Building Program

GENTLEMEN: IT IS GOOD TO HAVE YOU HERE and I cordially welcome you all. This is indeed a happy occasion which brings us together to dedicate another large power plant.

We are always a bit excited at plant openings, especially nowadays when the P. G. & E. is racing the clock and the calendar to put through in record time a record expansion program—the greatest power building program in the world.

This program, inaugurated in 1945 immediately after the removal

### Statistics of Mammoth Station!

**O**RIGINAL PLANT BUILT by Great Western Power Company. Commissioned December 3, 1929. Capacity, 62,000 horsepower.

Reconstruction and enlargement started in July 1947. Officially placed in commission February 8, 1949.

Capacity increased to 3360,000 horsepower by addition of two 149,000 horsepower generating units to original 62,000 horsepower capacity. Cost, \$30,000,000.

Station "P" is one of many projects of the P. G. and E.'s multi-million-dollar building program inaugurated in 1945 immediately after the removal of governmental wartime restrictions on construction. This postwar program, proceeding at the rate of more than \$12,500,000 per month, or \$400,000 per day, will add almost 2,000,000 horsepower to the system by the end of 1951, giving the company at that time a total generating capacity in excess of 4,000,000 horsepower.

With the completion of Station "P" the company has installed a total of 553,000 horsepower of new generating capacity since this program began in 1945. The construction schedule calls for completion of additional new plants aggregating these capacities:

- 1949—141,000 horsepower.
- 1950—437,000 horsepower.
- 1951—670,000 horsepower.

#### STRUCTURAL FEATURES

Station "P" was enlarged by the addition of a turbine room 310 feet long and 66 feet wide, a boiler area 200 feet long and 110 feet wide, a control room 193 feet long and 52 feet wide. Including the existing structure, the enlarged plant is approximately 400

feet long and 200 feet wide.

The buildings are of steel and concrete construction.

More than 15,000 cubic yards of concrete were used below the ground for foundations, salt water intake and discharge tunnels, and pipe trenches. The walls and floors of the structures contain about 7,000 cubic yards of concrete.

#### TURBINE-GENERATORS

The main power producing units are two 149,000-horsepower turbine-generators. The units operate at 3,600 revolutions per minute.

The main turbine-generators, each 62 feet long, were assembled on the job. The heaviest pieces are the stators, the major stationary part of the generators. Each stator weighs 170 tons. The foundation for each main generator consists of about 1,000 cubic yards of concrete resting on solid rock 14 feet below ground level.

Two small "house" generators, of 10,000 horsepower each, operate boiler (Continued on page 25)



**JAMES B. BLACK, President**  
Pacific Gas & Electric Co.

of governmental restrictions on construction during the war, will add nearly two million horsepower to our system by the end of 1951, giving us at that time a total generating capacity of more than four million horsepower.

By this achievement of practically doubling our electric facilities, we will be installing in six years as much capacity as was installed in sixty-five years by the P. G. & E. and all its (Continued on page 27)



# SMART MACHINE

By ROBERT D. ROSS  
Pacific Telephone and Telegraph Co.

**D**IRECT DIALING OF TOLL CALLS to nearby points became a reality in recent months for telephone users in Palo Alto and Redwood City.

The new system for placing toll calls makes possible direct dialing of "station" calls by customers with one and two-party service to over 850,000 telephones in a territory more than 70 miles long along the shores of San Francisco Bay.

Toll calls are dialed in exactly the same way as local calls and their completion is almost as rapid.

Customer toll dialing is made possible by equipment which automatically prints a complete toll ticket, showing the number on the calling telephone, the number called, the time, date and length of call as well as a

or May; "26" the date, and "123" the time, indicating the call was placed at three-tenth of an hour after 12, or at 12:18 p.m. These toll tickets quote "Navy" time with the hours assigned numbers on a 24-hour basis. So if a call were placed at 7:30 p.m., for instance, the time would be printed as "195."

The figures "031" record the equip-

operators at toll boards, but the paper for it is supplied to the ticketing machine on a roll. Complete tickets are automatically cut off and dropped into a hopper, ready to be sent by plant to accounting.

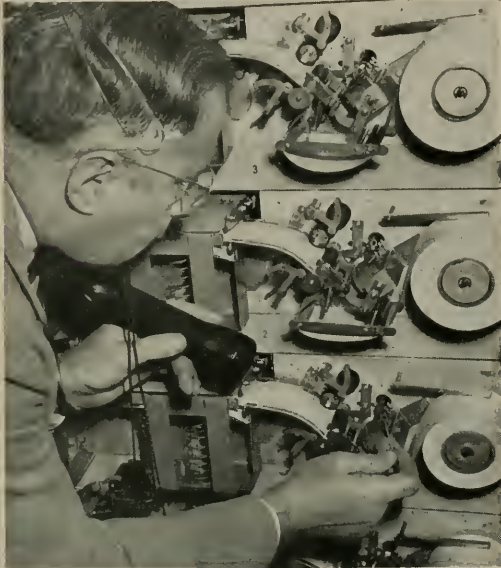
"Person" calls, collect calls and those to Enterprise numbers cannot be dialed direct, since they require an operator to obtain information before completing the call. Calls on which an immediate quotation of charges is desired must also be placed with an operator.

The equipment recognizes calls from four-party telephones and coin telephones and these calls should they be attempted, are automatically routed to an operator.

Customer dialing of toll calls to nearby points should not be confused

with operator dialing of toll calls over our inter-toll networks or through the Oakland No. 4 toll dialing system, which is scheduled to be placed in operation this year, permitting direct dialing by operators of calls to cities near and far.

The first exchange in the United States in which automatic ticketing equipment was installed was Culver City, California, where it was placed in service in 1946. In that exchange it permits customers with extended service to dial interzone calls to other parts of the Los Angeles metropolitan area. During 1948 automatic ticketing equipment was installed in several other offices in the Los Angeles area permitting extension of interzone dialing there. The peninsula installation however, is the first on the coast used for toll call dialing.



Frederick Gaiter, switchman, inspects one of the ticketers in the Redwood City dial office building. Paper from the rolls at the right passes through printing mechanisms which automatically prepare individual toll tickets for each call.

record of the equipment used in placing it.

Regular toll charges apply to calls dialed direct. On uncompleted calls, the automatic equipment prints tickets which are shorter than those for completed calls, making it convenient for our accounting people to easily segregate the ones for which customers will be charged.

Illustrated is a toll ticket used in customer toll dialing. The letters on the telephone dial are represented by their numerical equivalent. In billing, accounting, people, arc., trained, to recognize the numbers as the letters and figures in the customer's telephone book.

The ticketer first prints the number of the calling telephone, shown in the illustration as "366-1873," in other words EMerson 6-1873.

Next comes the date and time—"0526123," with "05," the fifth month

ment which handled the call much as an operator identifies the tickets she prepares.

Next recorded is the called telephone number "421-9065," equivalent to GARfield 1-9065.

The figure "14," used for rate purposes, indicate the kind of the calling subscriber (local, foreign exchange or extended service subscriber) and the initial period rate. In this instance the "1" indicates a local subscriber and the "4" the rate of 20c for the initial period.

Finally, the conversation time, one minute, is indicated by "01."

Additional information is printed on the back of the ticket, showing the building number in the originating exchange, the number of the trunk frame and the trunk over which the call was handled.

The finished ticket is of the same size as the familiar ticket prepared by

FRONT

\*\*366-1873-0526123-031-421-9065--14-01\*\*

07•5.....01•07•5.....01•

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# Capt. Lester J. Divine Oakland's Traffic Head Breaks All Safety Records to Date

By WILLIAM C. HALL  
Special Writer—The Record

THE ATTENTION OF THE NATION was focused upon Oakland early this year, when the City of Oakland's traffic death toll took a new drop to 48 persons killed during 1948, establishing a record low for 28 years, in spite of tremendous growth in population.

Safety engineers studied the lay-out of Oakland streets, found them to be more or less like those of other cities of between 400 and 500,000 people.

Personnel technicians studied the set-up of the Oakland police department, found it to be much the same as that of other police forces throughout the land.

What, they asked, is the answer? Why was Oakland able to reduce traffic accidents and fatalities drastically during the past three years, while the number of vehicle miles traveled on its streets have doubled and trebled since the end of gasoline rationing?

## CREDIT DEVINE

Many believe that the answer lies in the person of Police Captain Lester J. Divine, head of Oakland's traffic division, for the past three years.

During 1947 and 1948 the City of Oakland has won more local, state and national awards through its traffic division than during any other period in its history. The average Oakland traffic death rate of 73 for the past 28 years, or 13.5 persons killed for each 100,000,000 miles of vehicle travel, has been cut to 6.6 for the last two years, or less than half. During 1946 the rate was cut to 9.5 per 100,000,000 miles traveled.

An outsider entering the office of Police Captain Divine on the street floor of the Oakland city hall, is struck by the atmosphere of quiet competence, the business like appearance of Oakland's traffic division.

## MANY MAPS

There are maps about the walls, most of them referring to accidents and traffic hazards. Colored pins stuck in them show at a glance what type of accident, fatal or not, and its frequency in any given area in the city. The captain's desk, with two telephones, a radio tuned in on the Oakland police station, KALT, and pictures of the executive's family, is typical of the man. Born at Camp Cooke, South Dakota, Divine came to California in 1916, attended the old Grant school on Broadway, across from what was affectionately known as "the old brickpile," the old St. Mary's College.

He graduated from the old University high school in Oakland, won his letters in football, baseball and basketball. He worked for several years in

the advertising department of the Oakland Post-Enquirer and the San Francisco Daily Herald and as a circulation man on the San Francisco Call.

Appointed a patrolman in the Oakland police department on July 2, 1928, he covered "beats" in the Northern, Eastern and Central divisions and with the reorganization of the traffic department in 1936, he became an accident investigator and soon the chief investigator. He was promoted to police sergeant on May 5, 1936. His outstanding work brought an offer of a fellowship from Northwestern University, but due to the press of traffic work in the police department at the time, he had to decline with regrets.

In 1938 Sergeant Divine pioneered in traffic safety talks over radio station KLV, which soon became a popular feature. It became so popular that fans started writing in en masse, with some of the young ladies enclosing photographs in their letters. This somewhat embarrassed the young sergeant but got a merry laugh from his attractive spouse, Mrs. Zula A. Divine, who married the officers 10 days after meeting him. She insists she would do it all over again without hesitating.

"Les" Divine, with an easy smile air of a successful businessman, with and a youthful appearance belying his 47 years and the fact that he became a grandfather on February 12, two years ago, the day before he became 45, radiates quiet confidence. He has the facts on his business, the safety in his fellow citizens, at his fingertips. He lives in a modest white stucco house at 2215 50th avenue, with Mrs. Divine and daughter Dorothy Jean. He says he never quite forgave his other daughter, Mrs. Myrtle V. Brown, for her failure to delay the stork for 14 hours, until Grandpa Les' birthday. He smiles when he tells she said "Why Daddy, I tried my best."

In 1940, Sgt. Divine again was offered a scholarship at Northwestern University, one of eight traffic men so honored through the Nation. This time he was able to accept and attend two

semesters of traffic police training provided by the Kemp Foundation at Chicago.

Soon after his return to Oakland, he was promoted to the post of lieutenant in the Oakland police department. He became a captain and head of the traffic division on February 15, 1946, after having been acting head during the illness of his predecessor, the late Police Captain Ira Reedy.

"Teaching of motor laws should start as early as Kindergarten," Captain Divine believes. He says that boys and girls at an early age should be trained in responsibility for their own safety in crossing street. "The juvenile traffic record shows the need for building into the youngster, before they reach the driving age, the spirit of responsibility and co-operation with traffic law enforcement agencies devised for their protection, and the need to live with their fellow men and women in a safe and lawful manner," he says.

## SCHOOL PROGRAM

"Public schools should have an actual program of 'behind-the-wheel' driving if at all possible, as well as the traffic safety program" he believes.

In a thought-provoking editorial entitled "What are we waiting for?" Captain Divine says:

"One of the most widely quoted phrases of the American people is 'An ounce of prevention is worth a pound of cure.'"

"We are prone to use this phrase in enlisting aid to combat crime, curb juvenile delinquency and improve our health standards. In fact we are always ready to advance the philosophy of prevention as a remedy in most problems facing us locally, nationally or in world affairs.

"Unfortunately we who make much ado of the fact that prevention is as important as remedial aid, have procrastinated in using it to meet one of the most urgent national problems of the American people. We are just beginning to realize that 47 million drivers of motor vehicles traveling over 340 billions of miles each year comprise an economic and social problem of national urgency. We can no longer be indifferent or accept with resignation the fact that more than 25,000 of these drivers are involved in traffic crashes every day, resulting in a toll of one hundred dead and thousands injured each day. The economic loss runs into hundreds of millions of dollars each year.

"To date most of our efforts to reduce this toll have been expended on



CAPT. LESTER DIVINE, OPD  
Traffic Division Head  
Oakland Police Department

cures, very little on prevention. We have spend billions of dollars to improve our automobile vehicles and highways. We request judges to double and triple the fines of traffic violators. We enact stringent insurance laws to pay for the damage to persons and property. In contrast, what are we spending to give the driver and pedestrian training in the basic principles of operating a vehicle or walking upon the highway? Where can you go today and receive instruction in the duties and responsibilities of automobile operation? What government agency will give basic information about man-made and physical laws involved in today's traffic hazards?

"Most of the drivers today received their instructions by the three 'S' method: starting, steering and stopping. A few road laws are memorized not for the prevention of accidents, but as protection from police citations. Very few drivers are made to understand the basic need and sound life-saving principles involved in the enactment of traffic laws.

## TRAINING TASK

"Obviously the task of training all. Therefore, it seems reasonable to start with future drivers. More than two million boys and girls reach the driving age each year in the United States. It is our obligation to see that they receive adequate training to live in this mechanized age. We should arm them with a sword of knowledge to prevent, not cure them with the whip of fear.

"The soundest program of driving instruction is one conducted by certified teachers giving instruction in the classroom and behind the wheel, training in school-owned automobiles, un-

(Continued on next page)

**CAPT. LESTER DEVINE. OAKLAND'S TRAFFIC HEAD**

(Continued from page 5)

der the auspices of our 25,000 high schools. It is a proven fact that high school students who have had the benefit of this training have from 40 to 60 percent less accidents, fewer police citations and far less serious accidents than those without such training.

"Educating our annual crop of future drivers would, in a few years, change the entire picture of death and injury on our highways. We can prove that an ounce of prevention is worth a pound of cure.

"The question is not 'Does driver training pay?', but rather, 'WHAT ARE WE WAITING FOR?'"

Captain Divine is in charge of a force of 154 uniformed men and clerks in the Oakland city traffic division. He is known as a fighter where his men are concerned but at the same time he can be easy-going and believes in "giving the other fellow a break."

He was one of the main sponsors of Oakland's "no fix" traffic tickets, which the Oakland City Council approved last year. As a result there is no preferred class as far as traffic law enforcement is concerned. The system involves use of an International Business Machine key punch card set-up, which cuts down manual bookwork and speeds up the work of the traffic department, further adding to its efficiency.

**FORMS PROVIDE RECORD**

All forms used in traffic work, citations, warrants, the transcript of records, court calendar and warrant list sheets, clear through the key punch, providing a positive record of every step in every offense. Traffic patrolmen carry cards instead of the traditional citations slips and are accounting for every ticket in Oakland.

Selective traffic enforcement, meaning concentration of police in areas proven to be dangerous or where most accidents have occurred in the past, is one of the main reasons for the signal success Oakland has had in forcing the traffic death rate down, Captain Divine believes. He is a strong advocate of the three "E's" in traffic safety: engineering, education and enforcement.

Helpful also is the establishment of a "master file" of repeating traffic violators in 10 Eastbay cities, which the Oakland traffic department maintains.

"Accidents don't just happen," Captain Divine maintains. "They are caused mostly by man's failure, negligence, mental or physical deficiencies, lack of judgment and too often disrespect for the rights of others.

"There are far too many people with a 30-mile-an-hour brain driving an 80-mile-an-hour car. Science and invention in the mechanical fields have advanced too rapid a stride for many of our narrow roads and most of our drivers' education," Divine believes. He thinks also that the careless pedes-

trian is as big a menace as the careless driver.

Oakland traffic police have changed over the years. The old-time "Where do YOU thing you are going" traffic cop formula has been changed to a brisk, businesslike attitude, with the approval of Oakland motorists. Scientific principles of accident investigation and selective enforcement, besides materially reducing the accident toll, has brought about apprehension of a very high percentage of traffic law offenders in Oakland. Ninety percent of those arrested are convicted in Oakland police courts, which accounts largely for the fact that it does not pay to cause a traffic accident in Oakland.

Although a family man and public speaker much in demand, Captain Divine finds time to be a member of the International Association of Chiefs of Police, president of Bay Area Traffic Executive Council, member of the executive committee, police division, of the National Safety Council; Alpha

Sigma Nu (national traffic fraternity); board of directors, Eastbay chapter of the National Safety Council; California Peace Officers' Association; Lambda Alpha Epsilon (law enforcement fraternity); president of the Oakland Table of the Round Table International; member of the Peace Officers Association of the Motor Vehicle Legislative Advisory Committee and vice chairman of the traffic committee of the National Safety Council.

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## East Bay Utility Dist. Adopts New Type of Pipe Construction Contract

**I**NAUGURATION OF A NEW TYPE of pipe construction contract which will materially reduce the time required to install water mains to serve new residential, commercial and industrial consumers is reported by J. S. Longwell, Chief Engineer and General Manager, in announcing the opening and awarding of bids for the installation of over 61,000 linear feet of new water mains in Alameda and Contra Costa Counties.

Under the new procedure, pipe contractors are invited to bid on the installation of a large number of water mains of varying sizes and lengths needed throughout the District as replacements for existing mains which are worn out or inadequate to provide satisfactory service. Bids are entered with the understanding, however, that water main extensions needed to serve new customers may be substituted at any time for equivalent amounts of replacement pipe at the same applicable construction prices.

According to Longwell, such a procedure will permit the District to promptly process requests for water main extensions, and issue the job to

the pipe contractor for installation without the necessity of advertising for bids and awarding additional contracts for individual or groups of extensions. It is felt that this procedure will be of particular benefit to residential subdividers and home builders by greatly accelerating the speed with which water mains can be installed to serve such developments.

The first of this type of contract has been awarded to E. T. Haas Co. with a low bid of \$145,082 for the installation of 40,700 feet of water mains in Alameda County; and to the Associated Mechanical & Electrical Co., who submitted a low bid of \$83,111 covering the installation of 20,700 feet of pipe in Contra Costa County.

### SAFETY COURSES FOR OAKLAND CITY WORKERS

The Oakland City Council has authorized a series of thirteen safety courses for city employees at a cost of \$4,000.

William R. Maring, safety engineer, who has been conducting a safety class for the University of California Radiation Laboratory, will serve as instructor.

### RICHMOND CITY PURCHASER TO INSTRUCT PURCHASING CLASSES

**R**ICHMOND'S purchasing agent, Carl M. Wilensky has been chosen as instructor of a two months course sponsored by the Purchasing Agents Association of Northern California, Inc.

Wilensky, who will instruct a course on paint and protective coverings purchasing, is the only city purchasing agent selected to instruct a course.

The association with 450 members throughout bay area counties, is presenting the series of courses at the Marine Memorial Club, San Francisco, beginning March 1.

Wilensky, who served as first sergeant in charge of supplies on the Aleutian Islands for eight months during World War II, has had 10 years experience in the field of purchasing. He was appointed to the Richmond office 19 months ago.

### BAY AREA MEN NAM DIRECTORS

National Association of Manufacturers has announced election of two bay area industrialists to the NAM's board of directors.

The two, announced by Lane D. Webber, vice president of Southern California Edison Company, regional vice president, are Paul L. Davies, president of Food Machinery & Chemical Corp., San Jose, and Joseph A. Moore, Jr., president of Moore Dry Dock Co., San Francisco.

Davies is a director of the American Trust Co. a board member of the World Trade Center authority and a consulting professor at the Stanford University School of Business Administration.

Moore is a director of the Bay Area Marine Exchange, the Down Town Association, the Paraffine Companies Inc., and the Crocker First National Bank of San Francisco.

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JOHN D. SULLIVAN

Public Service Director, Mayor's Office

JOHN D. SULLIVAN, Public Service Director, Mayor's office, was born in Portland, Oregon, where he received his elementary and high school education. Upon graduation from Oregon State College, Corvallis, Oregon, in 1925 he accepted an appointment as instructor in commercial subjects and coach of athletic teams in the Gustine Union High School, Gustine, California. He was exceptionally well qualified for this position not only because of having majored at Oregon State in Economics and Business Administration but because he was a member of the varsity baseball team and had taken numerous courses in other sports, among which were two summer school courses in football under the renowned and loved Kute K. Rockne of Notre Dame.

Sullivan entered the service of the City and County of San Francisco in 1931 when he accepted an appointment as an Assistant Probation Officer in the San Francisco Juvenile Court. His promotion was slow but steady, promotional opportunities being limited and confined to the Juvenile Court department at that time. In February 1942 he was appointed, after civil service examination, as Senior Probation Officer and then in January 1943 to the top civil service position in the Juvenile Court Department, Administrative Assistant to the Chief Probation Officer.

On September 16, 1947 he was appointed to the civil service position he now holds, Public Service Director, Mayor's office. This position calls for a person who has extensive knowledge of municipal administration and the laws relating thereto. The Public Service Director receives, examines and investigates or directs the investigation of complaints received at the Mayor's office. Upon occasions he represents the Mayor at meetings or conferences and may act as an officer for various official or quasi-official bodies named by the Mayor.

One assignment of the Public Service Director is that of Executive Officer of the San Francisco Disaster Council and Corps. The purpose of this organization is to cope with any local natural disaster as well as being the nucleus for the future establishment of a Civilian Defense organization, if at any future time the reestablishment of such an agency is indicated.



JOHN D. SULLIVAN, Director  
Public Relations Department  
S. F. Mayor's Office, A Real  
Public Relations Expert

Increased interest in Civil Defense planning has manifested itself during the past year and Sullivan has tried to keep on top of all developments in this field from the local, state and national level.

Mayor Robinson directed him to attend the conference of the American Municipal Association held in Washington, D. C. December 12-15, 1948. Civil Defense planning was one of the major topics under discussion. En route to the conference conferences were held by the Executive Officer of the Disaster Council with Fire Chief Anthony Mullaney of Chicago and Chief Inspector James McElroy of the New York Police Department both of whom are the co-ordinators of disaster and civil defense planning for their respective cities. A great deal of information was obtained which will be of inestimable assistance to the San Francisco Disaster Council and Corps.

He lives at 1517 - 45th Avenue with his charming wife, Cecilia.



ROSE M. MCCOOK, Assistant  
Public Service Director  
S. F. Mayor's Office  
An Able Efficient Executive

quarters was needed, Mrs. McCook was always the first to respond, with a definite purpose to put a candidate or a measure over to the electorate. Richard W. Barrett, who was legislative representative for the San Francisco Chamber of Commerce, now deceased, was most dependent on the practical and assured judgment of Miss McCook, in spearheading a campaign of interest to the voters. She acted as manager of the Citizens' Committee for the Adoption of the Charter, which carried and went into effect on January 8, 1932, under Francis V. Keeling, chairman of the committee. The charter, still in effect, has been amended periodically by the electorate.

After a pleasant year or so in Governor Rolph's office in the State Building, in San Francisco and upon his death in June, 1934, Miss McCook became associated with Attorney Elmer E. Robinson, assisting in the campaign of Governor Frank Merriam for election to full term in Sacramento. Robinson was appointed Municipal Court Judge and within a short time Superior Court Judge by Governor Merriam, where he remained until his successful bid for Mayor of San Francisco.

During the war years of 1940 to 1946, Hospitality House for Service Men and Women, in the Civic Center, was put into operation, and Miss McCook, appointed by Mayor Angelo J. Rossi, directed the activities, with the help of over eight hundred women's groups. Food and entertainment was furnished free to these men and women who passed through our gates, and San Francisco will long be remembered for the generous hospitality given so freely in a "Home away from Home." The building is now occupied by three departments of city government.

Miss McCook says that her years of close association with Mayor Robinson have given her a comprehensive insight into city and state affairs. This experience, coupled with her war-time activity, has helped her in her new work as assistant to John D. Sullivan, in giving public service to those who seek it. She won her Civil Service status in May of 1948.

Rose M. McCook, S. F. Mayor's Office

ROSE M. MCCOOK, born in Denver, Colorado of pioneering mining stock, was appointed temporarily as Assistant Public Service Director in Mayor Robinson's office, in January 1948 when the Mayor took office. She had been secretary to his campaign committee for the year previous to his election, and handled many of the important details of such an intensive fight.

Mrs. McCook has been identified with most of the major campaigns for the past twenty years in San Francisco. She acted as secretary in the James Rolph, Jr. campaign for Governor in 1930, and when Rolph left for Sacramento Miss McCook took over the office of the Republican State Cen-

tral Committee, for two years working in conjunction with the legislators of the entire state toward the campaign of President Herbert Hoover for a second term in Washington. Marshal Hale Sr., deceased, was chairman of the Committee.

When a statewide or citywide head-

# New Richmond Plant of Standard Oil Gives Bay Area Largest Wax Industry



ANOTHER INDUSTRY FOR RICHMOND

Shown above is the new wax plant at the Richmond refinery of Standard Oil Company of California. Largest plant of its kind in the Western States, it can turn out approximately 45,000,000 pounds of pure wax from petroleum annually. Refining units are at left and left center, with slack wax storage tanks right.

## New Establishment for Richmond Presages Banner Year for 1949

**A** NEW, MAJOR WAX PLANT for the Pacific Coast and the West is in production at the Richmond Refinery of the Standard Oil Company of California. Capable of manufacturing 45 million pounds of wax a year, the new plant has been under construction since the easing of the equipment and supply situation following the end of the war.

Need for a West Coast wax plant has been indicated since the tremendous growth in the use of wax during and since the war years. The Richmond plant will supply the Pacific and Western markets.

The new plant will produce refined wax of high, medium and low melting points from California crude. Shipment from the Richmond refinery is made in 10 pound slabs, 100 pound cartons of slabs and 220 pound bags of slabs. Loose slabs can be shipped in paper lined box cars. Bulk shipments are in steam coil tank cars, direct from the refinery.

About 29 per cent of production will be of the most pliable, low-melting grade, 125 to 130 AMP (American melting point, a trade standard) most of which will be used in milk cartons. Around 54 per cent will be of medium melting point for waxed paper, which has an almost endless range of usefulness in industry and food processing and wrapping. Higher melting point wax will be used for specialized purposes.

Uses of wax in modern living are constantly growing. Besides the more

familiar tasks of shining shoes, providing candlelight and sealing jams and jellies, petroleum wax is the binding agent in carbon paper, seals cheese, is an essential ingredient of many cosmetics, matches and medicines; waterproofs leather, rope and cordage; insulates electric wires, and waterproofs everything from an awning to a wrapper for dynamite.

Wax in the West and on the Pacific Coast has been in short supply during and since the war years, and this new local source is expected to be of primary importance to Western industry. This new supply, it is believed, will also stimulate the establishment of new industries in the West using wax, and encourage the development of further new industrial and manufacturing uses.

The new plant is big, and although the method used is derived from

known basic processes, solvent recovery units and their auxiliaries make it relatively complicated. Slack wax, a mixture of various oils and waxes produced as a refinery by-product in the manufacture of lubricating oil, is separated into three different melting

points by heat. Further steps remove the oil from the wax by chilling, solvent treating and filtering. Final step passes the wax through fine clay, resulting in an end product of semi-translucent whiteness, tasteless and odorless.

## Col. Berthel H. Henning Commands New Medical Reserve Unit

**A** NEW medical reserve unit, composed of reserve officers of the Bay Area, was activated Wednesday night, March 2, at the Presidio of San Francisco.

Colonel Berthel H. Henning, well known San Francisco surgeon, with offices at 450 Sutter Street, commands the new organization designed officially as Headquarters, 816th Hospital Center. The mission of this medical unit, according to Colonel Henning is to coordinate, supervise, and inspect the training of medical units under its command.

Staff officers of the 816th Hospital Center include Lt. Col. Herbert H. Darling, 90 Woodland Avenue, San Francisco, executive officer; Lt. Col. Milton M. Kenney, 2201 Sacramento Street, San Francisco, S-4, and dental officer; Major Kevin W. McGettigan, 2240 Jackson Street, San Francisco, S-1; Major Robert J. Owens, 1119 Fillcrest

Blvd., Millbrae, S-2; Major Wilma York, 4015 Balboa Street, San Francisco, chief nurse, and Captain Howard H. Braunstein, 880 25th Avenue, San Francisco, adjutant.

Other staff officers attached to the unit include Lt. Col. Helen B. Gearin, Women's Medical Service Corps Reserve of 2614 Dolores Avenue, San Mateo and Major Manuel Kalman, 9 Rosebank Avenue, Kentfield, who will act as advisor on administration.

Lt. Col. H. C. McCullough, 518 30th Avenue, San Mateo, unit instructor for Organized Reserve Corps medical units at the Presidio, announced that training of personnel assigned to the 816th Hospital Center will begin immediately.

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## Bay Area Council Study Shows State Spent Millions For Highways Here

HIGHWAY CONSTRUCTION IS "BIG BUSINESS" in the nine Bay Area counties, with nearly \$25 million spent by the State and counties on new highways, maintenance and improvements for the fiscal year ending June 30, 1948, according to a study issued recently by the Bay Area Council.

Highway spending was at the rate of \$10 yearly for every Bay Area resident, and the \$19 1/4 million spent by California on Bay Area highways was broken down to the \$17 million for construction and improvement, the balance of \$2 1/4 million for maintenance.

This 1947-48 State highway expenditure in the Bay Area represents more than four times the annual average since 1912, which is approximately \$4 1/4 million. Total State highway expenditure in the Area in the past 37 years amounts to \$159 million.

The Bay Area counties gained an

over the 1912-48 period with a total of \$62,133,652.

San Mateo County was second ranking in highway expenditures with \$5,176,426 for 1947-48 and third in line with \$35,348,017 for the 1912-48 long-range period.

San Francisco rated third in the 1947-48 highway expenditures with \$3,733,581 but its 1912-48 total, \$44,183,943 was the second largest for the Area.

The Council report, developed by

### STATE HIGHWAY EXPENDITURES AND COUNTY PAYMENTS IN VEHICLE FEES AND FUEL TAXES

	7-1-47 to 6-30-48	1-1-12 & 1-1-14 to 6-30-48
Alameda .....	\$ 7,790,928.00	\$62,133,652.72
Marin .....	1,247,945.86	17,813,528.21
Contra Costa .....	2,205,891.00	21,346,235.97
Napa .....	391,210.98	7,341,328.32
San Francisco .....	3,733,581.29	44,183,943.07
San Mateo .....	5,176,426.34	35,348,017.16
Santa Clara .....	1,638,423.11	33,302,716.60
Solano .....	1,670,479.99	21,428,590.59
Sonoma .....	1,075,993.11	18,837,707.10
	\$24,930,880.58	\$261,735,719.74

other \$5.75 million for highway development from State gasoline taxes and motor vehicle registration fees. These county payments are gaining heavily each year with over-all total payments of \$103 million since 1914. The annual average is about \$2,942,000 for the 1944-48 period in the Bay Area.

Alameda County leads all Bay counties in highway expenditures for 1947-48 with \$7,790,928 and also leads

Raymond Reeves, Research Director, shows the following Bay Area County breakdown of the combined total of state highway expenditures and the county apportionment share of motor vehicle and fuel taxes:

## Calif. State Auto Club Forecasts More Dual Control Cars in Schools Shortly

RAPID INCREASE IN THE USE by California high schools of dual control cars for training students in automobile driving is forecast by the California State Automobile Association as an outgrowth of the new state law making driver education classroom courses mandatory.

Only classroom instruction is compulsory under the new law now in effect, the advanced behind-the-wheel training being set on an optional basis. The Automobile Association anticipates that teaching of the theory of safe driving will rapidly create a demand for the follow-up of practical on-the-road driving instruction, stemming not only from its popularity with students but from the realization by parents of the accident-prevention value of driver training.

"To develop the knowledge, attitudes and skills necessary for safe operation of motor vehicles," is the way the law defines driver training. The required classes in driver education will include instruction in sound driving practices, traffic laws, principles of traffic safety and the causes and consequences of accidents.

Automobiles equipped with dual brakes and clutch controls are now loaned by local dealers to high schools which have a qualified instructor in automobile driving, and which will devote at least ten periods per week to this instruction. Arrangements for assignment of training cars to qualified schools are handled by the CSAA in northern and central California, where more than forty such cars are now in use.

To qualify high school teachers as instructors in this subject, teachers' institutes have been held during recent months at the University of California, Berkeley campus, at San Jose State College, and at City College, San Francisco. Other such institutes, to be held during the coming summer months, are now being planned so that additional teachers can be qualified.

Strongly supported by the Automobile Association and other organizations interested in traffic safety, the legislation was adopted as an urgency measure by the Legislature in January and was the first regular bill signed by Governor Earl Warren during the current session.

"After the three R's, we consider safe driving to be of greatest import-

ance in the education of our youth," said the governor.

Stressing the importance, the Automobile Association points out that studies have shown that drivers in the 16 to 20 year age group had nine times as many accidents as those in the safety age group, 45 to 50 years. Another check of records of more than 3,000 high school students over a ten-year period showed that half of them who had learned to drive in the usual haphazard manner had more than twice as many accidents as the half who had been trained under competent instructors.

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# Legislation Introduced at Sac'to to Designate Bay Area as Nine Counties

OFFICIAL DESIGNATION of the nine counties bordering the Bay as the "San Francisco Bay Area" would be provided by legislation introduced in the California Senate by Senator O'Gara, and endorsed by other Bay Area Senators. Favorable action would be beneficial in securing uniform action by Federal and State agencies in the compilation and publication of vital Bay Area data and information.

The Council is coordinating the efforts of Bay Area organizations to amend the proposed decision of the Federal Census Bureau to limit its 1950 studies of Bay Area development to only five of the Bay counties.

Acting in cooperation with Baywide public and private groups, the Council is intensifying the drive launched early in 1948 to secure adequate Federal Census recognition of the nine county Bay Area's unprecedented growth in population, employment, income, buying power and other economic factors.

Official census figures are the yardstick of many important industrial and business development activities. The San Francisco Bay Area will benefit immeasurably by having a Federal report on its growth and progress. Many groups are supporting the request for an increase in the Bay Area scope of 1950 Federal Census surveys.

Bay Industrial Wages. During the third quarter of 1948, pay checks in

crease in the number of jobs. Manufacturing employment in September 1948 amounted to 129,300 jobs against 94,400 in September of 1940. This is an increase of 37%.

On the average Bay Area manufacturing employees received pay checks which were 98.2% greater than in 1940. Average weekly earnings in September 1948 amounted to \$60.52 vs \$29.85 in September 1940. (M-4 revised)\*

Bay Area Taxable Retail Sales during the third quarter of 1948 amounted to \$792,471,000, an increase of 10.4% over the corresponding quarter of 1947 and an increase of 27.7% over the 1946 level. The national rate of gain was only 8.6%. The percentage increase over second quarter 1948 taxable retail sales amounted to 4% for the Area as a whole (an annual rate of 16%) with county increases as follows: Alameda—3.5%; Contra Costa—4.1%; Marin—8.7%; Napa—11%; San Francisco—2.1%; San Mateo—6%; Santa Clara—8.8%; Solano—5.5%; and Sonoma—11.6%. (R-3)\*

Outstanding gains in Bay Area Manufacturing and Retail Payrolls and employment since the 1939 census are revealed in a Council study of Federal Government reports based on Social Security records.

Factory payrolls in the nine Bay counties show an annual gain of four and one-half times over the 1939-47 period, rising from the 1939 census figure of \$124 million to \$137 million for the first quarter of 1947 alone, or an indicated annual payroll of \$549 million for the year.

Factory employment is now the chief source of payroll income in six of the nine Bay counties, while retailing is the principal payroll source in three counties—Marin, Solano and Sonoma. Total Baywide nine-county factory employment has more than doubled for an 111 percent gain, rising from the 1939 census figure of 88,729 workers

to 186,993 in mid-March, 1947.

Retail store payrolls nearly trebled in the Bay Area over the seven year period, rising to an indicated yearly payroll volume of \$339,424,000 in 1947, as compared with \$113,576,000 in 1939. (M-5)\*

Surplus County Funds due to operation of Proposition No. 4. Over \$9,000,000 of taxes already levied by counties in California for their share of certain welfare and relief expenditures will not be sent by the counties according to the California Taxpayers Association. This county surplus results from the passage of Proposition No. 4. The surplus amounts to \$1,460,000 in the Bay Area: Alameda—\$470,378; Contra Costa — \$73,671; Marin—\$37,360; Napa—\$37,526; San Francisco — \$365,901; San Mateo — \$116,950; Santa Clara—\$205,868; Solano — \$39,684; Sonoma — \$113,397; (Los Angeles County—\$4,256,077).

Bay Area Births to Residents totaled 63,848 in 1947. This amounted to 24.8 births per 1000 of population. Alameda County had the largest number—18,929; San Francisco was second with 17,204. Solano and Contra Costa Counties had the highest rate per 1000—with 29.9 and 29.7, respectively. (P-3)\*

There was a total of 886,093 motor vehicle registrations in the Bay Area as of September 1, 1948. This is one vehicle for every 2.9 persons and includes tax exempt State licenses, as well as fee paid, but does not include Federal license plates. It also includes trucks and motorcycles. (In California, there are 902,691 more licensed drivers than registered vehicles.) (A-2)\*

The Average Bay Area Resident's spending habits were \$18 higher than the average Californian's in the first quarter of 1948, based on a study of per capita taxable retail sales. Taking an average of the \$719,313,000 in first quarter sales for each of 2,574,000

Bay Area residents, shows individual purchases of \$279 for every man, woman and child in the nine Bay counties. Highest per capita Bay Area spending is \$32.51 each for meals and drinks, or \$14.23 above the State average.

Average Bay Area residents also bought \$17.70 each in clothing; \$23.45 in home furnishings and \$2.67 in jewelry, all above the California residential average. The \$18 in Baywide residents' extra-purchases amounts to \$46,332,000 in above-State-average expenditures in Bay Area retail stores.

The Second Annual Bay Area Industrial Exposition will be held in the Oakland Civic Auditorium from June 4, through June 12. The 1948 B.A.I.E., sponsored by the Junior Chambers of Commerce of the Bay Area, attracted over 100,000 visitors.

\*Full report available upon request to Council.



GERALD J. O'GARA  
State Senator 14th District  
San Francisco

manufacturing plants in the Bay Industrial Area (five counties) amounted to \$98,733,000. This is an increase of 174.7% over the third quarter of 1940. Part of this growth is due to an in-

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## Oakland Board, Port Commissioners Award 5 Yr. Lease for Yacht Harbor

AFTER SEVERAL WEEKS of intensive investigation and exhaustive study, the Oakland Board of Port Commissioners have awarded a five year lease for the Oakland yacht harbor at the foot of Nineteenth Avenue at the Oakland Yacht Club, which has made the yacht harbor its base since its inception many years ago.

In awarding the lease to the yacht club on the club's bid of \$751 a month, the Board rejected bids of \$780 a month by Borges and Fowler, Reed and Thrall, and C. H. Decker.

When the yacht harbor lease came before the Board for discussion, Commissioner James F. Galliano made a motion that the lease be awarded to Borges and Fowler, but his motion died for want of a second.

The Board then decided that the interests of yachting would be best served by allowing the yacht club to continue its occupancy of the yacht harbor. The motion awarding the lease to the yacht club, introduced by Commissioner Galliano and seconded by Vice President Clifford D. Allen, with the approval of President Claire V. Goodwin and Vice President Stanley A. Burgraff, then passed unanimously.

It was pointed out that the yacht club has a considerable investment in the yacht harbor, and that the question of ownership of gangplanks and floats was in dispute between the club and the Board.

Leasing of the yacht harbor became an issue almost a year ago when officers of the Oakland Yacht Club protested an increase in rental from \$250 to \$500 a month.

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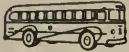
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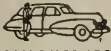
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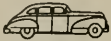
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## Charles L. Leong, Popular Chinese Publisher, Increases Public Service

COMMERCIAL TRANSLATIONS OF ADVERTISING brochures, sales literature and advertising copy into all Oriental languages is a service offered for the first time to Pacific Coast firms, Charles L. Leong and Associates, specialists in Far East advertising and public relations, announced this week.

Primarily publishers' advertising representatives for 43 publications in the Middle East and Far East, Leong & Associates, located at 38 Waverly Place in San Francisco Chinatown, has expanded this service to Pacific Coast business in response to numerous requests for supervision from an Oriental firm which understands the technical problems of printing and publishing.

Charles L. Leong, founder of the firm, is well-known and active on the Pacific Coast in the allied field of publishing, advertising, and public relations for the past 15 years. During the past four years Mr. Leong has traveled in India, Burma, China, Formosa, and the Philippines, and is familiar with market conditions and publications.

As a U. S. Army officer of the 14th

Air Force "Flying Tigers" and the Chinese Combat Command, and later as an information director of UNRRA assigned to the Chinese Government, he always was in close touch with publication and economic developments. Mr. Leong is a graduate of Stanford University where he specialized in Far East economics, politics, and journalism.

Mrs. H. K. Wong, partner in Leong & Associates, is a well-known Chinese business-woman and executive. During the war years she was a staff member of the American Red Cross public information department. Mrs. Wong specialized in the field of foreign trade at the University of California.

## Cullenward Opens East Bay Offices

ERIC CULLENWARD & ASSOCIATES, public relations, campaigns and advertising consultants with headquarters in San Francisco, announce the opening of an Oakland office at 1200 Financial Center Building. The firm handled the successful Oakland school tax levy last June and the Berkeley School Bond campaign which passed overwhelmingly at the November election.

Eric Cullenward, senior partner of the firm, lives in Berkeley.

## 1949 Program for World Trade Week To Surpass All Previous Efforts

PLANS for an outstanding program to be celebrated in San Francisco during World Trade Week were announced recently by M. J. McCarthy, chairman of the 1949 World Trade Week Committee.

Center of attraction for the combined National Maritime Day-World Trade Week program scheduled for May 20 to 26 will be the World Trade

Building. Greatly expanded over last year's Exposition—the first ever held—the Exposition will feature over eighty exhibits by foreign governments, importers, steamship and airline companies, manufacturers, marine equipment suppliers, export packaging firms and other appropriate organizations.

Special features at the Exposition to assure heavy attendance will include displays of new equipment by the Army, Navy and Air Force as well as entertainment program and radio shows, all open to the public without charge. Several ships will also be open for public inspection.

"Space for exhibits is available at a nominal charge," McCarthy said, "and may be arranged for through the Exposition managers, Kreidt and Myers, at the Palace Hotel, EXbrook 2-8600, extension 85."

Opening the week will be the Maritime Day luncheon on Friday, May 20, at the Commercial Club, followed on Saturday by the World Trade Week Dance sponsored by the Junior World Trade Association.

National Maritime Day, Sunday,

May 22, will feature a number of special events highlighting the importance of the Merchant Marine.

Import Day on Monday will be specially presented to emphasize the need for continuing and greater markets here for foreign goods. The World Trade Association of the San Francisco Chamber of Commerce will

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sponsor International Trade Day on Tuesday.

International Aviation Day and International Advertising Day on Wednesday will be under the sponsorship of the San Francisco Advertising Club. World Neighbor Day, on Thursday, will be presented by the San Francisco Junior Chamber of Commerce.

"With talk on all sides of the need to promote and increase the traffic through the Port of San Francisco," McCarthy said, "World Trade Week and National Maritime Day this year have a definite goal. The events and program scheduled, particularly the World Trade and Maritime Exposition, must bring the public's attention here and elsewhere to the need of foreign trade and shipping."

## Bicycle Safety Program Started by S. F. Police

EDUCATION in safe bicycle riding practices among San Francisco school children has been made a special project of the Police Depart-



CAPT. EDWARD R. POOTEL, SFPD  
Director of Traffic  
City & County of San Francisco

ment, it was announced today by Director of Traffic Edward Pootel.

Officers James Hanley has been assigned to conduct the school bicycle safety program. He will work in co-operation with Inspector Byron J. Getchell, and two other officers, who supervise the School Safety Patrols and carry on other safety education work among school children. Under the direction of Officer Hanley, school bicycle clubs will be organized and meetings will be held at which safety films will be shown, and the principles of safe bicycle riding will be taught.

Public, Catholic and private schools are assisting in the program, as are also the California State Automobile Association and Parent-Teacher groups throughout the city. The Automobile Association will supply the membership cards for school bicycle clubs, and will also furnish films and other material to be used for training youthful bicycle riders.

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## Industrial Accident Commission Report of Medical Bureau

**M**EDICAL BUREAU—The Industrial Accident Commission is composed of several bureaus assisting it in the transaction of its business. One of these is the Medical Bureau. It is the function of the Medical Bureau not only to examine persons having formal or informal claims pending before this Commission, but also to write medical opinions on various medical questions involved in claims pending before the Commission. The Medical Bureau also arranges for the appointment of independent medical examiners, approves medical bills where disputes exist regarding the adequacy of the charges made, handle x-rays filed with the Commission, and discusses medical problems with referees and other employees of the Commission.

The Medical Bureau performs extensive services both to the public and to the Commission. Its personal examinations of applicants run into the thousands each year, and even the appointment of independent medical examiners will exceed a thousand during the course of a single year. Offices are maintained by the Medical Bureau in conjunction with the Commission's offices in San Francisco and Los Angeles.

The Medical Bureau is available to parties so that medical conflicts may be resolved by an impartial body. In many instances it is the Commission's desire to have an injured employee actually appear before the Medical Bureau before a final decision is made

in his case. This enables the Commission to have first-hand information regarding the employee and his actual condition, which information is particularly desirable in cases involving permanent disabilities and in those cases in which the parties seek to terminate the matter through compromise and release.

### Compensation Bureau—Pleadings and Decisions

Following is a tabulation of the number of pleadings filed and decisions issued by the Compensation Bureau during the month of January 1949:

Applications filed.....	1073
Petitions for rehearing filed.....	118
Supplemental petitions filed.....	675
.....	1866
Original decisions issued.....	919
Rehearings granted.....	37
Rehearings denied.....	58
Decisions after Rehearing issued.....	33
Supplemental decisions issued.....	551
.....	1598

## Comprehensive Bay Area Report Analyzes Housing Supply Status

**A** PREVIEW OF THE BAY AREA HOUSING situation in 1949 is provided by factual "yardsticks" of new dwelling units, rentals and home loans disclosed today in an advance section of the forthcoming first report of the BAY AREA REAL ESTATE RESEARCH COMMITTEE, jointly sponsored by the San Francisco Bay Area Council and the University of California.

Marking another "first" in Bay Area economic reports, the preview article lists four important facts on housing supply in the nine Bay Area counties outlined briefly as follows:

1. While Bay Area population has increased 51 percent since 1940, the number of family dwelling units has increased 32 percent in the same nine county area.

2. The present Bay Area rate of occupancy is one family dwelling unit for every three and one-third persons, while the corresponding rate per unit in 1940 was slightly lower than three persons per dwelling unit.

3. If the current total supply of family dwelling units in the Bay Area



**C. D. LAFFERTY, Chairman**  
Bus. & Industrial Development Committee, Bay Area Council  
Gen. Industrial Agent, S. P. Co.

Other highlights of the advance section of the BAY AREA REAL ESTATE RESEARCH COMMITTEE report include:

The Rental Market continues to show the available supply of rental units substantially less than demand, although rentals at \$100 monthly and upwards are easier to obtain, and increasing resistance is shown by tenants at these rent levels.

An inflating factor in the rental market is artificially low rent in controlled rental apartments, which increases the demand for low rental units on a bargain-hunting basis.

Higher prices of some newly constructed, decontrolled, rental apartments and homes for sale, as well as the volume of "rental shopping" by tenants seeking lower costs or different size accommodations, also create a possibly false impression of the volume of rental demand in the Bay Area.

The Resale Market for Houses shows a definite recession in values over prices paid in 1947 and 1948 for the majority of homes studied, as indicated by the Committee study of 96 Bay Area houses of varying prices (Continued on next page)



**RAYMOND REEVES**  
Director of Research  
Bay Area Council

were brought to the 1940 level of one dwelling for every 2.95 persons, the supply would amount to 888,600 units instead of the 777,400 which is the present estimate. In other words, the current supply of housing in the area is 87.5% of what it would be if the same ratio of housing to population existed today as it did in 1940.

4. Bay Area housing construction by private builders, however, is speeding ahead at the rate of about 28,000 units per year, which is much greater than the current estimated annual net gain of 15,000 families in the Bay Area.

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## BAY AREA COUNCIL HOUSING REPORT

(Continued from page 18)

and age brackets in selected Bay Area communities. The spread between listed or "asking" price and final sales price is also widening, although there is no definite break in the market. Continuing reports of the Committee will cover this trend in home price levels.

High point in home sales volume in the Bay Area was the recording of 147,526 deeds in 1946 (seven counties)\* as compared with 128,273 in 1947 and 113,612 in 1948.

The Financing Trend in housing and real estate is toward higher interest rates, although FHA and the



**WALTER S. JOHNSON, Pres.**  
Frیدن Calculating Machine Co.  
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Bay Area Council

Veterans Administration still hold to a 4-4½ percent rate. Banks and other loan organization maintain the 5 percent and upward rate is fully justified under present conditions.

Real Estate loans are holding up, however, with 93,285 loans recorded in the seven Bay counties\* for which data is available, as compared with 99,130 in 1947, 88,971 in 1946 and 59,971 in 1945.

Construction Activity and Costs are to be covered in the forthcoming Quarterly Report, although basic observations show that building activity is tapering off in comparison with the early months of 1948 and previous years. Suburban living is increasing as evidenced by building permit and building completion data.

Lower building costs appear on the horizon, according to the Committee's study, naming such factors as: Increased labor productivity in some trades; better grading and competitive trends in supplies; indications of lower material costs; lowering of profit margins by sub-contractors and others; and diminishing number of costly delays due to increased labor and materials supply.

The completed First Quarterly Report.. by.. the.. BAY.. AREA.. REAL ESTATE RESEARCH COMMITTEE will be released with tabulations and charts later this month (on or before March 15) with subsequent reports to serve as guideposts to housing, real estate and property development trends in the nine Bay Area counties. Information concerning the Committee's program and activities is available at the Council offices, 315 Montgomery Street, San Francisco, \*Alameda, Contra Costa, Marin, San Francisco, Santa Clara, San Mateo and Sonoma.



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**DION R. HOLM, S. F. CITY ATTORNEY**

(Continued from page 5)

San Francisco brought the Hetch Hetchy power over its own distribution lines to within a reasonable number of miles of the City and there the lines terminated. With no retail distribution system available for administration under the sponsorship of municipal government, a contract for distribution was signed with the Pacific Gas & Electric Company.

Nothing was said about the contract during the years of the Hoover administration but when Franklin Delano Roosevelt became president for the first time, his Secretary of the Interior, Harold Ickes, began to make noises.

Ickes caused the Hetch Hetchy contract, which was paying the city a couple of million dollars a year, to be contested in the courts. The court decisions went against the city. The voters turned down proposals to buy the Pacific Gas & Electric Company distribution system.

There was San Francisco facing the loss of revenue.

**WORKED OUT CONTRACT**

But O'Toole, the city attorney, with Holm, the official attorney for the concerned public utilities commission, worked out a contract that not only satisfied the government and the courts as to its legality but also maintained the city's power revenue without interruption.

Another case that Holm handled for the Public Utilities Commission—and for the financial benefit of the citizens of San Francisco—involved still more ramifications of the Hetch Hetchy problem.

The height of the principal storage reservoir, O'Shaughnessy Dam, was raised during the days of the Works Progress Administration. A million dollar suit, brought by the Trans-Bay Construction Company, resulted.

With Holm on the sidelines, the city lost the first round, the second, and the third. Then he stepped in. When he concluded, the original judgments that would have cost the citizens and property owners considerable in the way of increased taxes, had been reversed. In addition to losing the money, the Trans-Bay Company was forced to pay all the court costs.

**IMPOUNDED FARES**

Then there is the case of the impounded fares held by the Market Street Railway when the city acquired the privately-owned Transportation system for consolidation with the Municipal Railway.

The impounded money, almost \$700,000 was unclaimed refunds resulting from a fare increase. The Market Street Railway relic sought to retain the money. The state wanted a cut. Holm fought the case and won the not inconsiderable sum for the city.

Such are few of the highlights of Holm's professional contributions to the success of the office of the City Attorney in protecting the interests of the

citizens of San Francisco. Considered solely on a monetary basis, he has won more money for the city than he has cost the taxpayers in the way of expenses and salary.

His professional skill in drafting a document is proved by the fact that never once have the sharp-eyed attorneys and critical minded individuals of underwriting houses handling city bonds found fault with one of his financial documents. He has written the details of all bonds since 1926.

In all his activities he has a deceptive manner of working that reflects patience and meticulous attention to detail. His composure and demeanor is seldom ruffled but a sharp glance from his gray eyes is sufficient to indicate that sometimes he has reached the "point of no return" and any tendency for irrelevant chatter is halted.

He has the ability to win and maintain the unquestioned loyalty of his staff, and their friendship without losing their respect.

He is not an orator in the accepted Irish sense of the word, is seldom able

to make the echoes sound with sonorous phrases. But his manner inspires confidence that sometimes lulls his opponents into a trap from which there is no escape.

His written briefs are solid documents, packed with the facts of the law and logical arguments but do not contain excess verbiage, dictated merely for the pleasure of hearing his own voice. That they are soundly conceived, constructed and intelligently written and logically reasoned is proved by his record of victories in courts that range from the Municipal Bench to the United States Supreme Court.

His life is a fine balance of professional activity and other interests. He likes sports, particularly basketball and football, has found time to indulge a frustrated ambition for a career behind the footlights by participating in

the theatrical activities of the Bohemian Club.

Such is the man Mayor Robinson selected as successor of City Attorney O'Toole when the veteran of municipal government chose to retire.

Mayor Robinson undoubtedly selected the most qualified individual from the standpoint of experience plus ability. There also were the political considerations which are considered a futile benefit to the two men.

A City Attorney can be a help or hindrance to a Mayor. The two men probably will help each other.

But regardless of the political elements involved, the voter of the city, next November, would be wise to confirm Mayor Robinson's nomination because he did name Holm, a man who has and can serve honestly, faithfully, and efficiently.

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## W. C. Wright, New President Brings Wealth of Experience to State Fair

(Special to the City-County Record)

W. C. WRIGHT, NEW PRESIDENT of the California State Fair, for more than 50 years has watched the vigorous growth of both Sacramento and the Fair. A native of the Capitol City, he has played a major role in its development, as active leader and as head of the pioneer real estate firm of Wright and Kimbrough.

He now has high hopes that the State Fair can continue its progress until it presents in attractive and adequate modern buildings a true reflection of the state's vast wealth of agricultural and manufactured products, so that Californians and visitors from all the world may view them.

Appointed by Governor Earl Warren last month, Wright is the first Sacramento member of the Board of Directors to head the State Agricultural Society since 1892, when Frederick Cox was appointed State Fair president for his second term.

Wright attended school in Sacramento and entered the University of California at Berkeley with the class of 1910. He was unable to continue, however, for his father's illness made it necessary for him to leave school during his sophomore year to take an active part in the real estate business.

He was president for 25 years of Wright and Kimbrough, of which he is now board chairman. He served as president of the Sacramento Real Estate Board, was a director of the Chamber of Commerce, and filled many other civic and fraternal posts. He also is a past president of the Sutter Club.

A 1946 appointee of Governor Warren to the Fair Board, the new president has been chairman of the committee on Buildings, Grounds and Interim Activities. He also served on the Attractions, Concessions and Commercial Exhibits Committee and the Finance-Legislative Committee.



W. C. WRIGHT, President  
California State Fair

## Zipper Idea Wins VA Man \$300 Prize

Washington (AFPS) — Money saving suggestions for improving various services in the Armed Forces and other branches of the Federal Government continued to pay off recently with the award of \$300 to a 28-year-old VA employee. His suggestion was that sippers be used on all four corners of oxygen tents for added ease in the treatment of patients.

In making the award to Lewis W. Benson, an attendant at the Waco, Texas VA hospital, Administration officials said the idea will be used in veterans hospitals throughout the nation.

## Laborer Jobs Open

Laborers, at wages of \$1.18 to \$1.39 an hour, are wanted at the Alameda Naval Air Station, the Board of Civil Service Examiners announced. Applications will be accepted until Tuesday at 4 p. m.

Letterman, which is one of the three Army general hospitals where dermatology residency training is being given, has every reason to point with pride to its Dermatology and Syphilology Section of the Medical Service. Patients with complicated dermatologic conditions are sent here not only from Army posts throughout the Western part of the United States, but also from the entire Pacific Theatre. The two other Army hospitals where residency training in this specialty is carried on are Walter Reed General Hospital, in Washington, D. C., and Brooke General Hospital, San Antonio, Texas.

## Study Ordered on Unification of Medical Services

(AFPS) — Study of a unified plan of medical service for the Armed Forces has been ordered by Secretary of Defense James V. Forrestal as a matter of "high priority."

Mr. Forrestal gave the job to the Armed Forces Medical Advisory Committee which he appointed last December. The Committee is headed by Charles P. Cooper, President of the Board of Trustees of the Presbyterian Hospital, New York.

The Committee was asked to consider what unified organization of all medical services would be the most economical in terms of money, medical manpower and facilities.

The Defense Secretary said he hoped the studies will result "in material reduction of our overall requirements for medical personnel and facilities and will enable us to provide the highest standard of medical care for personnel in the Service."

It has been estimated that by the end of July, 1949, the Armed Forces will be about 1,600 doctors and about 1,160 dentists short of requirements.

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## MAYOR'S SPEECH

(Continued from page 7)

of over fifteen-hundred people. This building symbolizes, here and now, direct, gainful employment of many of our people. Quite apart from those direct, gainful employment of many of people who benefited indirectly by their employment in producing the millions of dollars worth of equipment and materials, and in providing the services needed, to bring this great plant to completion. As Mayor of San Francisco, I cannot help but realize that here is yet another substantial and welcome addition to the taxrolls of San Francisco. This is an impressive occasion for me, because the erection of this plant widens the horizons of San Francisco's business and industrial growth. Now, for the first time, with the operation of this plant, the Pacific Gas and Electric Company's network brings one hundred and ten thousand volt electricity into downtown San Francisco. I am informed that this great power house is closely linked with two other large new Pacific Gas and Electric projects in San Francisco; one of them the huge transformer and distribution center located at Eighth and Mission Streets, and the other, a network of one hundred and ten thousand vole underground cables connecting this station with Mission Station, as well as with the inter-connecting system which taps all the company's power plants. At Mission Station the power is "stepped-down" to twelve thousand volts for distribution through much of the business sections and some of our outlying districts.

It is then, with the greatest of pleasure, that I now dedicate this great plant to the present and future service of the people of San Francisco and our neighbors in northern California.

## Forms Available for Civilian Employees Who Wish To Retire

Members of civilian components of the Army who wish to apply for retirement with pay under the provisions of Public Law 810, and who are 60 years of age or approaching 60, may now secure application blanks from The Adjutant General, Department of the Army.

Under Title III, Public Law 810, a minimum of 20 years of satisfactory Federal service in any of the civilian components of the Armed Forces is required, with some time spent on active duty during either World War I or World War II.

Forms are already being mailed to qualified persons who have previously applied.

It is not necessary for applicants to submit official statements of service. The Adjutant General will verify service claimed from records on file.

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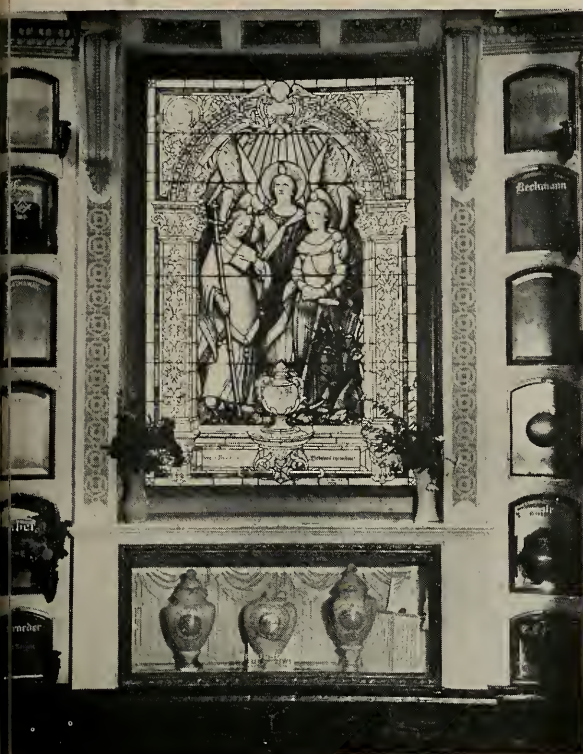
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## Braunschweiger Family Memorial Constitutes Beautiful Art Work

**R**ECENT VISITORS to the San Francisco Memorial Columbarium have traveled in reverence at the new onyx marble urn containing the ashes of Mrs. Louise R. Braunschweiger, pioneer San Francisco resident, who died July, 1947. The son and heir, Edward F. Braunschweiger III, had the urn made in Vermont to match the similarity of this beautiful work of art.

The mosaic work, variously colored stained glass was made in Germany and shipped to San Francisco in 1899. Placed together here it withstood the earthquake of 1906. The window represents Faith, Hope and Charity, a tribute truly to a noteworthy pioneer family. Devotion of Mrs. Louise R. Braunschweiger to the city of her birth, St. Francis and to her family were among some of the traits of her admirable character. Besides her son Edward she is survived by two daughters, Mrs. Walter C. Lyne and Mrs. Elyse Conner, both of Burlingame, Calif., and five grandchildren.

The re-dedication of this outstanding mosaic work of art in honor of Mrs. Braunschweiger's memory was joined in by the Eastern Star, Masonic Lodge, Rebekah Assembly, I.O.O.F., American Legion, Church and Civic Organizations of which she was very active. Mr. Robert Hulbert, Unity Temple leader read the services and official San Francisco was represented by Supervisor George Christopher.

Mrs. Braunschweiger's life was very active. On the early death of her

husband in 1914, she took over and conducted the firm's business, reared her four children and saw them all graduate from Stanford University. Busy with war relief work, Mrs. Braunschweiger was happy to have her two sons Herman and Edward do their part in the armed forces on three different occasions, Mexican border 1916, and World Wars One and Two.

Nostalgic San Francisco will readily recall the Branschweiger family. It was in 1859 when Herman Braunschweiger settled here in San Francisco and engaged in the wholesale liquor business. Success followed his endeavors and the family built two large homes, one on the northwest corner of McAllister and Divisadero streets and the other on California Street between Buchanan and Webster. Old timers will remember the Mid-Winter Fair of 1894 when the Braunschweiger's built and conducted the Heidelberg Castle. In 1897 Edward Braunschweiger II joined with Claus Spreckels in the Building of the Valley Railroad now the Santa Fe. This was the first railroad into the

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(Continued from page 7)

feed pumps, fans and other equipment in the plant.

The original two generators, one main and one "house," have a combined capacity of 62,000 horsepower.

**BOILERS**

To provide steam to operate the new turbine-generators, there are four gigantic boilers—two for each generator.

These boilers are taller than an eight-story building, each being 105 feet tall, 60 feet long and 28½ feet wide.

Each boiler delivers 475,000 pounds of steam per hour at a pressure of 1,380 pounds per square inch. The steam is superheated to 960 degrees Fahrenheit. The total steam output of all four boilers is 1,900,000 pounds per hour.

The boilers use distilled water, drawn from two 100,000-gallon storage tanks.

The boiler furnaces are equipped

to burn either natural gas or oil. There are four tanks to store the fuel oil—three of 40,000 barrel capacity and one holding \$37,5000 barrels.

For each two boilers there is a steel smokestack 200 feet tall and 16 feet in diameter.

**CONDENSERS**

So that the distilled water may be used over and over in the boilers, the steam passing through the turbine-generators is reconverted into water by two tremendous condensers—one for each generator.

For the cooling operation each condenser has a water circulation system that uses 80,000 gallons per minute. The total used by both condensers is 230,400,000 gallons per day. The cooling systems use salt water pumped from San Francisco Bay and returned to the Bay in a continuous cycle. This water is pumped through two tunnels, each 6 feet wide and 9 feet high. For this purpose there are four-motor-driven pumps, each with a capacity of 40,000 gallons per minute.

The 230,400,000 gallons of salt water required daily for the condensers is about two and three-quarters times the quantity of fresh water used daily for all purposes in the entire city and county of San Francisco.

The operation of the plant under normal conditions is fully automatic and all major controls are concentrated in the main control room of the station. There are over 600 annunciators to give warning of improper functioning of equipment.

The plant has elaborate fire protection systems. The fuel oil storage tanks and fuel oil pumps have foam-type equipment, the house generators and the lubricating oil tanks have carbon-dioxide type protection. The building has normal water fog equipment for fire fighting purposes.

Power from the main generator is transformed from 13,800 volts to 110,000 volts through two banks of transformers located southwest of the powerhouse. The power is transmitted to the company system by three 110,000 volt underground cables encased in nitrogen-filled pipe under pressure. Two of these cables connect to the company's Martin Substation, located near the Bayshore Highway on the southern limit of San Francisco and one to the new Mission Station at Eighth and Mission Streets, San Francisco.

**MISCELLANEOUS DATA**

Concrete in Project—Approximately 25,000 cu. yards.

Steel in Structures and Tanks—Approximately 5,500 tons.

Material in Boilers—Approximately 40 carloads per boiler.

Material in Turbines — Approximately 15 carloads per turbine.

Electric Wiring—Approximately 500 miles.

Construction Personnel — Approximately 1,000.

Engineers and Constructors—Stone &amp; Webster Engineering Corporation.

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(Continued from page 7)

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(See Story page 5)



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# INA J. SANDNESS, District Supervisor

## Makes Census Work Fascinating

SINCE THE INCEPTION OF FIELD DIVISION, Bureau of the Census in 1942, Ina J. Sandness has been District Supervisor in Alameda County in charge of activities in the San Francisco Bay area and adjacent counties.

To most of us, fact-finding is a subject far removed from our lives. We accept the fact, when we read or hear it, that 32% of United States farm families have electric lights or that triplets are born only once in 8800 confinements, without having the dimmest idea of how such statistics are gathered or compiled. But few of us go through a single day without making direct or indirect use of the greatest fact-finding organization in the world — the United States Census Bureau.

Census taking was written into the Constitution and began in 1790 and virtually the whole course of the Nation's development can be traced through the many facts covering these 150 years—facts not only about the number of the population but also about what that population eats and wears, how it is sheltered and entertained, how it makes its living and spends its earnings. Through the work of the Census Bureau the whole picture of American life is translated into statistics.

### WORK CHALLENGES

To Ina J. Sandness, District Supervisor of the Bureau, the work of gathering facts for statistics is a challenging and fascinating business. In her enthusiasm for the work of the Census Bureau there is no hint of the usually accepted dryness of statistics. Instead, figures, percentages, and graphs assembled from the facts gathered by the Bureau take on life and color, the collection of all the experiences encountered by the Bureau's representatives in gathering the facts. From the District Office in Oakland, Miss Sandness directs the activities of a staff of field enumerators whose work is to contact the public — business men, housewives, manufacturers, laborers, in short, all classes of society — from whom facts regarding many phases of social and economic life are obtained.

### SUITABLE BACKGROUND

Miss Sandness' background is peculiarly suited to a job requiring administrative and technical knowledge as well as a sympathetic understanding of the problems of dealing with the public. She was born in Sioux Falls, South Dakota, the eldest child of a Protestant minister. During her childhood, the family accompanied the her into many pastorates in Central and Western United States and in Canada. She received a degree in Education from Humboldt State Teachers' College and later was graduated with honors from the University of California, where she majored in psychology. She has had a wide range of ex-

perience in working with people, including teaching, radio and entertainment. In the District Attorney's office in Alameda County she was engaged in research, and assisted in the compilation of a master file of criminal cases. In 1941 she joined the National Research Project as an interviewer and within a year was made State Supervisor for Northern California. In September 1942, the function of the Project was absorbed by the Bureau of the Census, and Miss Sandness became the Bureau's District Supervisor.

This District Office, under her supervision, is a busy place. Here the assignment of work to be done is received from Washington. Here the various programs are organized and the enumerators (men and women who do the interviewing) are trained. From this base, the enumerators go forth with the tools of their trade—the schedules, or forms, on which are to be recorded the answers to questions involving employment, housing, industry, and almost every conceivable facet of American life. Sometimes as many as twelve or fifteen projects are in operation at once. Simultaneously, some enumerators may be interviewing in Tuolumne County for a sawmill survey, some gathering information on employment in Alameda County, and still others recording the month-to-month trade reports that indicate the rise or decline of business in the Bay Area.

In general, the work of the District Office is divided into two major classifications—the current programs carried on regularly, such as the Current Population Survey (the Monthly Report of the Labor Force), the Monthly Retail Trade Report, Governments' Employment Follow-Up, and the Cotton Reporting Program, and the special periodic programs. In the latter case are the Census of Manufacturers and the Sawmill Survey conducted in 1948, and the Census of Business being conducted this year, as well as the Decennial Census to be taken in 1950.

The work of the District Office is purely fact-finding. All releases resulting from the facts secured are given from Washington. Upon the accuracy and reliability of the work done in the District Office depends the factual authority of the statistics released

from Washington. Miss Sandness is acutely conscious of this fact and she sets a high standard of accuracy for her staff. But her demand for efficiency does not blind her to the human side of fact-finding. Having worked in the field as an interviewer herself, she knows the problems that face the field enumerator—the executive too busy to be interviewed (who, nevertheless, calls upon the Bureau for figures to help him in his business!), the crank who wants to tell his woes, the difficulties of back country roads. In discussing the vast scope of the work of the Census Bureau and its tremendous importance to the American way of life, Miss Sandness never loses sight of the fact that the entire complicated organization ultimately rests upon the work of field enumerators such as those she trains and directs—patient, conscientious, hard-working fact-finders ringing America's doorbell.

### CENSUS IS HOBBY

There is little opportunity for hobbies in Miss Sandness' busy life. She is a member of the American Statistical Association, San Francisco Chapter, the Western Governmental Research Association, and the West Coast Economic Association. She is chairman for the year 1948-49 of the Department of Commerce Field Council of San Francisco. But, like most of us, she looks forward to the day when she can give more time to certain pet interests and charities.

The District Office of the Census Bureau are especially busy now in the process of preparing to conduct the 1948 Census of Business, a tremendous project whose purpose is to obtain a complete picture of business in each community, city, county and state in the United States. The need for a complete Census of Business was first officially recognized in the early 1900's.

### FACTS UNKNOWN

At that time, no one knew, even approximately, how many retail stores or wholesale establishments there were in the United States. There was no real concept of the volume of business or what the total cost of marketing was. An experimental census of distribution was conducted in Baltimore—the first census of its kind in the history of business. So outstanding was the success of this trial census that Congress enacted legislation providing for a complete census of distribution of the United States in 1930 and every tenth year thereafter. On June 19, 1948, the great need expressed by business men, trade organizations, chambers of commerce, and research groups for post war information in distribution and distribution facilities prompted Congress to pass an Act which pro-



**I. J. SANDNESS,**  
District Supervisor, Bureau of Census  
U. S. Department of Commerce  
Headquarters, Oakland, Calif.

vides for a Census of Business to be conducted this year, covering operations for 1948, and every fifth year thereafter.

The permanent District Office of the Bureau (approximately sixty in number) are now in the process of setting up the framework for conducting the 1948 Census of Business and plans are well under way for opening additional temporary offices. For this work, Miss Sandness will have charge of directing the coverage of two counties—Alameda and Contra Costa—in addition to continuing the regular current programs which concern the entire Bay Area and, in some cases, an area covering twenty-three adjacent California counties.

Miss Sandness expects to enlarge her staff and start training field enumerators within the near future. Each place of business will be visited by an interviewer trained to assist in the completion of the questionnaire form. The questions asked were selected from

(Continued on page 27)

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## Letters to the Editor

Dear Mr. Allen:

Because of your vital interest in the growth and welfare of the Bay communities I am certain you have followed with interest the progress on the construction of the 2nd Mokelumne Aqueduct and are aware that it will soon be placed in service.

In commemoration of the completion of this important project seems appropriate that those who have been closely associated with undertaking assemble to witness the arrival of the first water passing through the new line. Accordingly, we are planning a brief ceremony at the Orinda Filter Plant at 11:30 a. m. on Wednesday, April 27, 1955 to be followed by luncheon on the filter plant grounds.

On behalf of the Board of Directors of the East Bay Municipal Utility District, I am pleased to extend a most cordial invitation to you to join with us on this occasion.

The filter plant is located on the San Pablo Dam Road about one and one-half miles northwest of the Orinda Crossroads. In order that you may make necessary arrangements will you indicate your acceptance on the enclosed card?

Sincerely Yours,

K. L. HAMMAN, President, Board of Directors

My congratulations on the new format of the "CITY-COUNTY RECORD." It is a splendid job and should prove of considerable interest to all concerned.

I think you are doing a fine job of making a contribution to the development of the Bay Area.

FRANK E. MARSH,

Executive Vice President

The San Francisco Bay Area Council, Inc.

### Office of the Commander WESTERN SEA FRONTIER

Dear Mr. Allen:

I should like to acknowledge receipt of the San Francisco County Record and the Golden Gate Federal News which you have so kindly mailed to me.

I have read them with much interest especially the latest edition which has made a very important part of my scrapbook. I shall look forward with pleasure to future editions you may consider of special interest.

With every good wish and my kindest regards,

Sincerely yours,

G. D. MURRAY,

Vice Admiral, U. S. Navy

Editor:

I want to compliment you on your fine, clean Magazine of Government. I can highly recommend it to all who love their country and are interested in the leaders we put into office.

Your latest magazine is perfect and has a place of honor on my desk with the Official Blue Book of 1948. Again, congratulations you and your staff for an outstanding civic contribution, "The City-County Record." My very best wishes always.

Sincerely yours,

MRS. HENRY J. DIPPEL, President,

S. F. City and County Federation of Women's Clubs

Editor:

Congratulations on the new format. Excellent!!!

Sincerely,

J. ROGER DEAN



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# Summer Camp Time Is Here!



Right: Birch Lake at Mather, San Francisco's popular summer camp where thousands spend happy vacations in the high Sierra.

## San Francisco's High Sierra Summer Camp Is Ideal Spot for Vacationists

**Y**ES, IT'S HIGH TIME—for if you want your choice of reservations during the mid-summer season, you must register now for that popular vacation camp in the high mountains at Mather.

This is the spot where persons from all walks of life meet in a delightfully rustic atmosphere where everyone has two things in common—he hails from San Francisco, and he's there for a vacation.

Vacation at Mather can mean a complete rest rolling lazily in the sun upon the grassy banks of Birch Lake, and in the evening being entertained at the campfire or taking part in a whist

game or dance, as the mood may dictate. Or it can mean action for those who want it—short hikes at first, and, as the week progresses, a longer hike to Inspiration Point where the entire Tuolumne River Gorge can be viewed

from a vantage point.

The Tuolumne River is well stocked with trout and hiking down and back usually satisfies the most arduous nature enthusiast. For those who want a shorter hike, fishing is also good at Middle Fork.

Diving from the spring boards and swimming to the middle of the lake guarantees a slim waistline even though the appetite may require special appeasement.

Breakfast or supper out in the open after a ride on horseback through beautiful country is a treat everyone should enjoy at least once.

Then there are softball, volleyball, table tennis and horseshoe tournaments in which guests compete against the camp personnel. Two hard-surfaced doubles tennis courts and a badminton court are available for those who wish to make use of them.

Claire Otten, the charming hostess, is in charge of entertaining—campfire programs with volunteers to do stunts or skits, and other impromptu talent with a song feast by everyone; the weekly dance; a campfire program at the corral followed by a wiener roast; card games, the evening when the personnel put forth their talent to give the guests a real show. And, of course, Joe Barnes, the cowboy singer and teller of tall tales, is always a willing entertainer with songs and stories as well as motion pictures of the Camp Mather country.

For the children, Miss Otten arranges a special event for every day of the week—a story hour, treasure hunt, special campfire program, a party, races, games, and softball and table tennis tourneys. Children, too,

are welcome to go on daily hikes. There is a special swimming pool for children and beginners.

Eats? It's camp fare but good, and you can come back for seconds.



**JOSEPHINE D. RANDALL, Director**  
Recreation Department  
City and County of San Francisco

Management of the camp is kept running smoothly by Camp Manager Norman Center and his right hand man, Sam Lewin.

Mather is an ideal location from which to drive your automobile. Points of interest: O'Shaughnessy Dam at Hetch Hetchy Reservoir, Lake Tioga, Tuolumne Meadows, Tioga Pass. Yosemite Valley is just a thirty mile ride and the road from Mather is beautiful scenic route to travel. It affords an incomparable view when entering the Valley.

(Continued on next page)



Just a pleasant interlude at Mather!

All of these places can be visited by automobile in a day's round trip. It is an ample lunch put up at camp for those who sign the guest's check list at night.

The museum of specimens from surrounding country with Neil Fahey, the camp guide and naturalist to answer questions, is always the center of the interest for camp guests. The country here with Martin Murphy to dispense

soft drinks, ice cream and coffee to hungry patrons—all these are part of the atmosphere that combines with the tall pine trees and rustic cabins, the sparkling lake and the warm sun to make Mather the Number One vacation spot for San Franciscans.

Well, what are we waiting for! The season? June 18 to September 3; but you must register now in person if you want your choice of dates.

Registrations will open on Monday,

April 4 at Room 308, Civic Auditorium and will be taken from 8:00 A.M. to 1:00 P.M. and from 2:00 to 4:00 P.M. through April 8. After that date, regular office hours for reservations will be from 9:00 to 1:00 P. M. and from 2:00 to 3:30 P.M. Mondays through Fridays.

Rates are on the American Plan at \$5.00 a day for adults; and for children 8 through 13 years of age, \$3.00

a day; two through seven years, \$1.50. There is no charge for children under two years old. Guests must bring their own linens and blankets.

Camp Mather is situated 180 miles from San Francisco on the rim of the Tuolumne River Gorge in Tuolumne County. The elevation is 4500 feet. The trip takes approximately eight hours by Greyhound Stage and six hours by automobile.

## Bay Area Council Figures Show Great Increase in 9-County Births

FOURTY THOUSAND more babies selected the San Francisco Bay Area as their 1947 birthplace than chose to be born here in 1940, according to a study of Baywide birthrate trends issued today by the Bay Area Council. Births occurring in the nine county Bay Area in 1947 totaled 64,110 or nearly three times the total number of births, 24,163, in 1940. This means an average of 24.8 babies born to every thousand Bay Area residents in 1947, which was slightly below the California birthrate as a whole, 25.2, and of the nation, 25.9 per thousand residents. Alameda County led the Bay Area in number of births, with 18,929 babies reported by resident families, for a rate of 25.8 per thousand. Alameda reported 7,845 births in 1940.

San Francisco was second ranking in number of 1947 births with 17,204 reported by residents, for a rate of 29.9 per thousand. In 1940, 8,810 births occurred in San Francisco.

The chances of having babies, however, are more favorable in Solano and Contra Costa Counties where the rate of births per thousand residents are 29 and 29.7 per thousand residents, respectively. Solano reported 3,418 babies in 1947, or more than five times 634 births in that county in 1940. Conversely, in three other Bay counties, Alameda, San Francisco and Santa Clara, the number of births reported occurring within the county is heavily increased by the residents of other Bay Area counties coming to local hospitals for child delivery.



**WILLIAM M. HALE**, Executive Vice-President American Trust Co., San Francisco, President Bay Area Council

Commenting on the Bay Area birthrate study, Frank E. Marsh, Council general manager, said:

"The Council report was developed in an interesting aspect of population and family growth in the nine Bay Area counties, and new evidence of the increasing interdependence of medical and public health requirements throughout the entire Bay Area. The 1947 gain of 40,000 babies over the 1940 rate stresses the need for planning Baywide community resources for chil-

dren's health, schooling and recreation."

(Birthrate data was developed from the reports of the State Department of Public Health.)

### Births Occurring in County

	1940	1947
Alameda .....	7,845	22,284
Contra Costa .....	1,253	4,478
Marin .....	435	1,729
Napa .....	386	820
San Francisco .....	8,810	19,631
San Mateo .....	842	2,337
Santa Clara .....	3,035	7,728
Solano .....	634	3,014
Sonoma .....	923	2,089

**TOTAL** ..... 24,163 64,110  
**Births to Residents of County—1947**

	Rate per M '47 Pop.
18,929	25.8
8,305	29.7
1,783	22.3
812	18.2
17,204	21.9
4,766	25.1
6,525	25.6
3,418	29.9
2,106	23.4
<b>63,848</b>	<b>AVERAGE 24.8</b>

## 190 GROUPS BACK ANGEL ISLAND DAY

More than 190 San Francisco organizations have put their support behind Angel Island Day, declared official for April 24 by the Board of Supervisors, John G. Brucato has announced.

Mr. Brucato heads the Citizens Committee for the Acquisition of Angel Island and is backing a move by Holiday Island, Inc., to lease the land as a resort spot if the city acquires it from the Government.

A fleet of passenger and excursion boats will transport San Francisco visitors to the island from Pier 45 at 50c round trip for adults and half fare for children, Mr. Brucato said. Some 500 fishing boats, yachts and pleasure craft will present a water pageant.

## OAKLAND'S AIRPORT CITED FOR SAFETY

For its safety record in 1948, the Oakland Municipal Airport has received a certificate of good operating practice from the National Aeronautic Association, airport officials announced.

Oakland was the only California airport to receive the citation.

## Social Worker Joins Staff of County Medical Society

The Alameda County Medical Association, which has guaranteed medical care to everyone at a price he can afford to pay, has recently added a medical social consultant to its staff.

Mrs. Muriel B. Hunter, formerly case supervisor for the social service departments at Highland Hospital, will handle requests for medical care from both individuals and health and social welfare agencies.

Patients who cannot pay for medical care will be referred to Highland Hospital, according to Mrs. Hunter. Patients who can afford part of the cost will be referred to private physicians who have agreed to accept patients under the Medical Association's part-pay plan.

The Alameda County Medical Association offices are at 354 Hobart Street, Oakland, GLencourt 1-2828.

## Protection For Gardeners

APPROXIMATELY seventy-five employees of the Oakland Park Department who work out-of-doors will be immunized against tetanus (lock-jaw) this spring by the Health Department.

The immunization schedule was worked out by the Health Department and Park Department. It is the beginning of a program to give tetanus protection to all City employees who run serious risk of cuts and abrasions on their jobs.

The Park Department workers will be given two injections eight weeks apart, and a "booster" injection one year later. Additional boosters will be given every two years or in case of injury.

Tetanus (sometimes known as lock-jaw or blood poisoning) is an extremely painful disease which occurs when tetanus bacilli enter the body through an open wound. Since the bacilli are found usually in soil, street dust, and animal feces, care needs to be taken to immunize certain groups of workers against the disease.

"Veterinarians, nurserymen, gardeners, farmers and stablemen should be immunized against tetanus," Dr. Philip Condit, Chief of the Division of Preventable Diseases says. "Immunization against the disease is far more satisfactory and less painful than the use of anti-toxin once a wound has become infected."

"With improved vaccines, tetanus immunization is a simple and safe procedure and reactions are infrequent," Dr. Condit explains.

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# Rapid Progress Made On East Bay Sewage Disposal Project

By JOHN S. LONGWELL

Chief Engineer and General Manager  
East Bay Municipal Utility District

**C**ONSTRUCTION ON THE SEWAGE DISPOSAL project for the six East Bay cities and Alameda, Albany, Berkeley, Emeryville, Oakland and Piedmont, comprising Special District No. 1 of the East Bay Municipal Utility District was started in February of 1948 and it is expected that in 1951 the long-awaited solution to our sewage problem will be a reality. With its completion will come the elimination of the highly disagreeable odors and the menace to public health which has resulted from the pollution of the shallow waters of the Bay and Estuary.

Major elements of this project include the construction of three large intercepting sewers to collect the sanitary sewage of the six cities; installation of necessary pumping plants along these sewer lines; the erection and equipping of the treatment plant; and the construction of the outfall sewer through which the treated effluent will be discharged into the deep waters of the Bay.

The construction of each intercepting sewer has been divided into a number of sections. Progress reports show that, on the North Interceptor, contracts have been awarded on three of the four sections representing 4.3 miles, or 86 per cent of the total length of 5.0 miles. Actual construction was started on February 24, 1948. This Interceptor which parallels the East-

forced concrete pipe which is 24 inches in diameter at Albany and gradually increases to 96 inches in diameter as it approaches the treatment plant. Construction along this Interceptor has been extremely difficult due to very poor ground and water conditions through which the line must be installed.

The South Interceptor, 10.6 miles long extending from Hegenberger Road near the Oakland Airport to the Treatment Plant and paralleling in general the new Eastshore Freeway, was started in April of 1948 and contracts have been awarded on three of the six sections totaling approximately 3.5 miles. This Interceptor, of reinforced concrete pipe, will vary in diameter from 12 inches to 108 inches. Bids will be advertised in the very near future for construction of the section from the Treatment Plant site along Wood Street to the Southern Pacific right of way near 3rd Street, a distance

of 8,500 feet. This sewer will be constructed of 108 inch diameter pipe. Other sections will be advertised for bids as rapidly as plans and specifications are completed.

Final locations for the Alameda Interceptor have now been determined and the necessary surveys and design work is under way as well as negotiations for rights of way. This Interceptor will parallel the east and north shores of the Estuary connecting with the South Interceptor by means of a submarine crossing south of the Posey Tube. It is expected that construction on this phase of the project will be started in 1949.

Initial work at the 25-acre treatment plant site consisted on the placing of over 310,000 cubic yards of sand fill required to bring the property to the necessary grade, and to form a suitable foundation for the various structures to be erected. Sand for this purpose was dredged from the Bay and barged to the outer harbor from where it was pumped to the site. Over 3,750 vertical sand drains and 18,000 feet of lateral drains have been installed to provide for the removal of ground water and to stabilize the foundation



**JOHN S. LONGWELL**  
Chief Engineer & Gen. Manager East Bay Municipal Utility District

materials. This phase of the project was completed in December 1948.

Final plans are now being prepared for the various treatment plant structures and buildings and it is expected that the first bids will be invited early in 1949 on the raw sewage pumping plant building, a major facility of the treatment plant.

Contracts have been awarded for the manufacture of the five 500 horse power raw sewage pumps as well as other pumps and mechanical equipment for the treatment plant and effluent pumping plants. Designing work on the outfall sewer is approaching completion. About 6,000 feet of the 16,000 foot line will consist of submarine pipe laid under the waters of the Bay which will present some extremely difficult problems. Bids will be invited as rights of way are acquired.

It is of interest to note that the design of the intercepting sewers, outfall sewers and other facilities which cannot be easily enlarged are based on peak loads estimated for the year 2000. Other structures and facilities are designed on the basis of requirements in the year 1970.

## CONTRACT AWARDED ON ARMORY HERE

Contract for the construction of the new Pittsburg National Guard Armory has been awarded by C. H. Purcell, state director of public works, to Barrett & Hilp, San Francisco.

Barrett & Hilp had entered a low bid of \$100,200 for the job.

Construction is expected to begin shortly.



**EAST BAY SEWAGE DISPOSAL PROJECT**

Photograph shows crew lowering section of 66 inch sewer pipe into trench, South interceptor sewer in vicinity of 23rd avenue, East Oakland.

shore Highway from the Contra Costa County line to the Treatment Plant site at the foot of 34th Street in Oakland, is being constructed of rein-



# Hoffman Richmond Public Works Head Has Contributed Much To Community

By H. L. LITTLE  
Staff Writer—The Record

TO MANY PUBLIC SERVANTS thirty-three years in the same department can mean boredom and lassitude, and quite often the unpleasant road to oblivion. To others those years can optimistically spell achievements, with each succeeding year bringing greater enrichment to the community they serve.

It was in January, 1916, that Edward A. Hoffman, the city of Richmond's indefatigable Director of Public Works, joined the City Engineer's office. And in 1924 he succeeded the late Harry D. Chapman as City Engineer and Superintendent of Streets. In 1946 the city fathers changed his title to Director of Public Works but his duties remained unchanged.

Hoffman can look back to 1916 when there were ten employees; now his department has 144 personnel. In the early days the scope of the City Engineer's office was almost microscopic in comparison with today's hustling, stream-lined Department of Public Works.

## ASSISTANT ENGINEER

As a fledgling assistant city engineer he can remember when Richmond was just another small community in California. A city that never dreamed that some day it would be one of the largest on the 'West Coast; a city famed for its many and varied major industries, its major role as a shipping port, the stellar part it played in building ships during World War II.

During these years of Richmond's growth Hoffman has taken an active and essential part in helping Richmond reach its maturity. His directorship is one of great responsibility as everything and anything that pertains to streets, sewers, city planning, public buildings, wharves, parks, vitally concerns his department and its many divisions.

It is true he is not the architect for the Civic Center buildings which when completed will be amongst the finest in the nation but he does have a direct responsibility. Whenever there is the slightest deviation from the original specifications it is his final say as to approval or disapproval.

## OBSERVES GROWTH

Sitting in his confining, sunless assessment office in Richmond's antiquated city hall he can look out upon the future public buildings. A look that is a mixture of pride and reminiscences. Pride in the fact that he has helped Richmond to grow; reminiscences because the office he sits in represents a minor city and what he looks out upon represents an important urban community.

Major credit for preparing the ground for the Port of Richmond must

Since his graduation from the University of California in 1915 as a mining and civil engineer he has had but one other employer. Upon graduation in June he went to Aurora, Nevada, as mining engineer but it was only a few months later that he became a member of Richmond's City Engineer's office and has been with the city ever since.

As Director of Public Works, Hoff-

Superintendent of Streets as division head.

3. The Division of Building Regulation regulates the activities of the building inspectors, electrical inspectors, and the plumbing inspectors.

4. The Division of Planning is an extremely important section as its functions concern the city's Master Plan or Master Zoning.

5. The Division of Building Maintenance is responsible for the condition of all public buildings and the wharves.

6. The Division of Streets and Sewers concerns all matters pertaining to maintenance and construction of all streets and sewers.

## EQUIPMENT DIVISION

7. The Division of Equipment and Stores is responsible for the Corporation Yard and the Mechanical Shops.

8. The Division of Parks and Playgrounds is responsible for the maintenance of all playground equipment and facilities; the parks' trees, flowers, shrubs and paths.

Hoffman was born in San Francisco in 1893. At the age of six he and his family moved to Richmond.

When he first attended grade school in Richmond, classes were held in a building that resembled a private dwelling more than it did a school building. In 1907 the old Stege school was made available to the youngsters.

He graduated from Richmond High School in 1911 and from there he went to the Berkeley campus.

During his undergraduate days it was possible for an engineering student to combine mining engineering with civil engineering which resulted in Hoffman's own words, "a grind for four years".

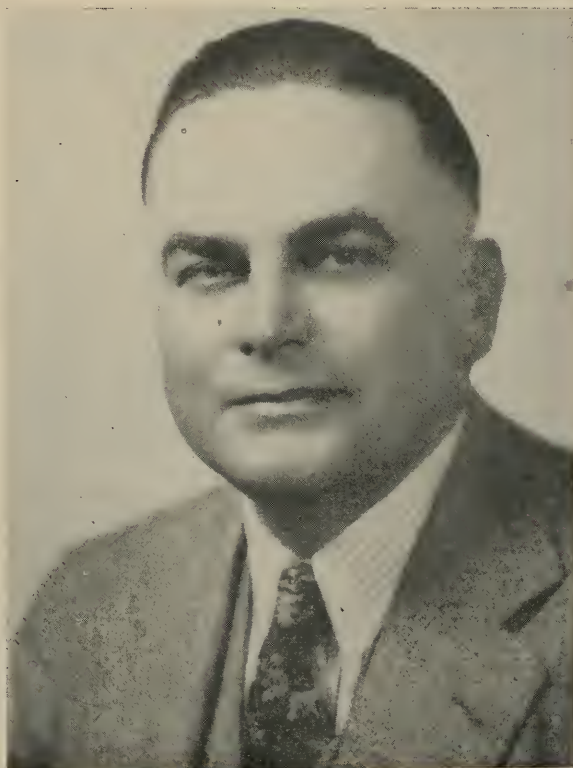
## FULL TIME JOB

He had very little time for extra-curricular activities and as for sports much as he liked them he had to forego them.

In the ensuing years he has tried to make up for his lack of social and athletic activities at Cal. and is now a member of several clubs and organizations.

He is a member of the Richmond Lions, Knife and Fork Club, the American Legion, Richmond Chamber of Commerce, the Elks, and the Last Man's Club of Contra Costa (veterans of World War I).

(Continued on next page)



EDWARD A. HOFFMAN, Director Public Works  
City of Richmond, California

be given to him. It was under his supervision that there was created an essential inner harbor. He had an important role in building the city's docks One and Two. The city's Nattorium in Point Richmond is another of his achievements.

Man is directly responsible for the smooth functioning of the eight important divisions:

1. The Division of Administration consists of all office employees.
2. The Division of Engineering comprises all engineers and draftsmen with the division's City Engineer and

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**HOFFMAN**

(Continued from page 11)

He is a member of the Masons, McKinley Lodge No. 347; Scottish Rite; Aahmes Shrine, Oakland; Oakland Chastity M.R.S.; and the Order of Sciots.

He and Mrs. Hoffman, the former Leonie Trautvetter, a native of San Francisco, live in the attractive Mira Vista district. Their daughter, Mrs. Diffenbaugh, resides in Carmel.

Hoffman is aware as well as many others that his job isn't and hasn't been an easy one. Work days that were 12-16 hours long have been quite frequent but he does not regret that he never achieved a 40 hour week status.

His duties can be likened to those of a watch dog; always on the alert ever to give assistance when needed.

He had not had medals thrust upon him nor has he had tangible laurels proffered him but he has been given two honors that will not be forgotten.

In 1948 in recognition of his tireless and outstanding public service to Richmond one of the city's principal thoroughfares was renamed Hoffman Boulevard. Also in the industrial section of San Pablo an important artery was renamed Hoffman Street.

One of the easiest things to do in Richmond today is to find someone who will speak well of Hoffman. The man has undeniably proven his ability. He has done and is doing an excellent job because he has the knowledge and the experience plus sincerity, friendliness and . . . he thoroughly enjoys being an indefeatable watch dog.

**RICHMOND**—Warren Brown, Jr., chairman of the advertising committee of the Richmond Chamber of Commerce's Industrial Department, recently announced the publication of a 12-page brochure advertising the advantages of Richmond.

The booklet emphasizes the city's industrial advantages and will be distributed throughout the country to executives who may be contemplating locating factories in the Richmond area.

Printed in two colors, the new brochure follows the modern trend of telling its story pictorially wherever possible. There is liberal use of graphs, charts and pictures and a minimum of text so the message may be grasped quickly by a busy executive.

The story of transportation is told with strong emphasis on the Port of Richmond and its many wharves and modern facilities for cargo handling and storage.

The booklet also discusses labor supply, housing, growth in population, school enrollment, bank deposits and other factors of interest to potential manufacturers.

Working with Mr. Brown on the booklet were Edgar W. Dale, president of the Chamber, Pere Woodcock, industrial director, and Fred D. Parr, Leigh Smith, A. B. Hinkley and Larry Mayer as members of the committee.

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California



# TOLL DIALING ON THE HORIZON



By William Fleager,  
Pacific Telephone and Telegraph Company



Oakland's new 228-ft toll building on Franklin Street, with Lake Merritt in the background.

## Phone Toll Building Near Completion In Oakland to Provide Fast Service

ONE OF THE LARGEST single construction projects in our company's history, scheduled for completion later this year in Oakland, will provide facilities for a large-scale extension of operator dialing of long distance calls.

Installation of No. 4 toll dial switch-board is now under way in Oakland's all new regional toll center building. Work on the project was started in March, 1947. It is the fifth such installation of some 150 proposed for use in this country.

The new toll dial switching equipment is crossbar, which is especially suited to operator toll dialing, because it provides for the use of a greater number of connecting paths between incoming and outgoing trunks, and is economical to maintain. Also, it may be arranged to select automatically alternate routes if primary routes are busy.

This amazing equipment contains a trunk finding, circuit testing "brain" which, in a matter of seconds, receives and analyzes the number "dialed," makes sure an idle circuit is available for the call, and controls the making of connections on the crossbar switches.

An important new feature to be generally introduced with the completion of the No. 4 job in Oakland, will be multi-frequency key pulsing to transmit telephone numbers. In this new feature, electric currents of different frequencies are transmitted to represent each digit in a dial code or telephone number. As each button in a key set at the operator's position is pressed, the proper pair of frequencies for that digit is sent over the line. Equipment at the distant end identifies each digit by the frequencies received.

With this method of transmitting numbers, the operator can send about

two digits per second, twice as fast as with the conventional dial. No. 4 equipment accepts either multi-frequency pulses or dial pulses, and automatically transmits to the called office the type required.

Direct dialing by operators will save time in connecting calls. Under good conditions, a call to New York from an office directly connected to the new Oakland equipment, would take about a quarter of a minute.

Direct dialing of long distance calls will also improve over-all service by insuring greater accuracy and fewer cutoffs. It permits necessary expansion of switching facilities at large toll centers, which have grown so big that expansion of earlier facilities would be unfeasible.

The crossbar toll switching system also provides for rapid reassignment of trunks, so that when increased volumes of calls are expected between given points, necessary trunks can be readily provided by merely shifting patch cords.

Direct dialing of long distance calls by operators is not new. Large networks of toll dialing circuits are now in operation in our own territory. A nation-wide operator toll dialing system, however, could only be made effective through the use of a national numbering plan. Under this plan, each telephone will be identified by a

number distinguishing it from every other telephone.

The United States and Canada have been divided into about 80 numbering plan areas. Each area has a three-digit dial code. In addition, each telephone

within a numbering plan area will be identified on long distance calls by a seven-digit number. In large metropolitan areas, the complete seven-digit number may be used by subscribers in placing local calls.

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# Story Of San Francisco's Water Supply

## Part One—Water Collection

By **GEORGE W. PRACY**, Manager  
San Francisco Water Department

**Editor's Note:** The following article is the first of four dealing with the water supply of the City and County of San Francisco. Together these articles provide a complete picture of the scope of this vast undertaking.

**T**HERE ARE FOUR FUNDAMENTAL PARTS of any water supply. The first is gathering or collecting the water. For the San Francisco supply this is accomplished by building dams that form storage reservoirs: Hetch Hetchy, Lake Eleanor, Calaveras and the peninsula reservoirs, Crystal Springs, San Andres and Pilarcitos. This gathering of water is usually spoken of as Water Production. The second step is to bring the water from the storage reservoirs into the city. This is called Transmission. We have 65 miles of Hetch Hetchy Transmission Tunnels and several large transmission pipe lines including the San Joaquin Transmission Line No. 1, with No. 2 now being built, Bay Division Transmission Lines No. 1 and No. 2, the Crystal Springs Transmission Lines 1 and 2, and the San Andres Transmission Lines 1 and 2. These four latter large diameter pipe lines deliver the water into distributing reservoirs located within the city limits.

### DISTRIBUTING SYSTEM

Then comes the distributing system, which includes the city reservoirs, the large primary feeders, the smaller secondary feeders and the six and eight inch pipes in the gridiron system that lie in all the streets and to which the service pipes are connected. Last, but not least, is the purification system that guarantees the purity of the water and absolute safety to those who use it.

Proper operation of the Water Department involves not only the daily delivery of the necessary water to the consumers, but also the planning for the future requirements of the city. Good plant management requires that one eye be kept on what must be done today, while the other looks forward to what will be required ten or even twenty years hence. And in some very fundamental cases, such as the acquisition of the supply from the Tuolumne river, far sighted men looked forward to the needs of several generations.

### SUPPLY NEVER DONE

A water supply is never done. At least it is never done as long as a city continues to grow, and San Francisco and its metropolitan area has always had a steady growth that is increasingly greater as time goes on. From an average daily use of 2.36 million gallons in 1865 the consumption within the city has grown to 81.72 million gallons in 1948.

Peninsula communities long ago outgrew their local water supplies



**GEORGE W. PRACY**, Manager  
San Francisco Water Department  
Public Utilities Commission

with the result that in 1948 these communities purchased nearly twenty million gallons a day from San Francisco. Over a long time average our increase in consumption each year amounts to 3 per cent of the previous year's consumption. This amounts to 2.4 million gallons a day within the city.

In the suburban areas the rate of growth is greater. Looking ahead ten years he engineers of the Water Department know that about thirty million gallons more will be used daily in 1959 than in 1948. And it is their job to have that water ready when it is needed. To do this economically a study must be made of all of the engineering problems that enter into a proper solution.

All water supplied San Francisco comes directly from either Lake San Andres or from Crystal Springs. These lakes in turn are kept replenished by drawing the necessary water from Calaveras and Hetch Hetchy reservoirs. Crystal Springs water runs by gravity into University Mound reservoir, which is the distributing reservoir that supplies about 36 per cent

of the water used within the city. Lake San Andres supplies the other 64 per cent, of which 48 per cent go to Sunset and College Hill reservoirs by gravity and the remainder, 16 per cent, is pumped to higher elevations.

It sounds complicated, but it isn't. The natural run-off into San Andres averages 7 million gallons a day. The average daily draft from San Andres is 52 million gallons, so 45 million gallons has to be pumped into San Andres every day in the year. The natural runoff into Crystal Springs is 7 million gallons a day. The draft from Crystal Springs averages 95 million gallons, 45 into San Andres, 30 into University Mound, and 20 to supply Peninsula communities.

So 88 million gallons a day must be brought into Crystal Springs from Calaveras and Hetch Hetchy. These figures are averages; during dry years the yield of the local lakes is less, in wet seasons, more. Hetch Hetchy reservoir is the final source of supply to make up for all local shortages of water. For months at a time during the last few years it has been necessary to keep the Hetch Hetchy pipe running at its maximum capacity as well as to develop some temporary supply from the Pleasanton wells in order to maintain a reasonable amount of storage in Crystal Springs.



**PHILIP F. LANDIS**, President  
S. F. Public Utilities Commission

Owing to the fact that the past six years have been of less than normal rainfall, we have actually lost in the peninsula reservoirs and only the completion of the Hetch Hetchy pipe line now being constructed across the San Joaquin Valley, and the immediate construction of a 3rd Bay Division Pipe Line will insure an adequate supply. Each of these items will be discussed in detail in later issues.

## Auto Driver Classes at Laney Trade And Technical School Prove Success

**T**HE training class for drivers inaugurated in June of 1948 at Laney Trade & Technical School in Oakland has been so successful that there is now a long waiting list of people wanting to enroll.

The course, which consists of two evening classes a week for eight weeks, is open to anyone over sixteen years of age.

The first two weeks of classwork are devoted to theory and to safety education. After that the students are given driving instruction in dual control cars.

Classes meet from 7:00 to 9:15 p. m. on Tuesday and Thursday evenings. The fee is \$6.00 for the eight week course. Registrations for enrollment are taken at the office of the school, 240 E. 10th Street.

Similar classes have been organized throughout Alameda County and efforts are being made to provide driving instructions for all high school students. The National Safety Council has pointed out that one way to reduce traffic accidents is to substitute

good driver education for the hazardous education which most of us now acquire.

The Clayton Valley Youth Center group met recently at the Clayton Valley elementary school to elect six additional directors. Fifteen directors will have staggered terms, five serving one year, five for two years, and five for three years. Each succeeding year five new directors will be elected for three year terms.

The new directors are H. L. Stegner, Ralph Shallenberger, Mrs. Maxine Pemberton, Al Canonica, Mrs. F. H. Young and Robert Short. The original directors are "Lucky" Conyer, M. A. Rotermund, R. J. Garrett, Fay Lovelidge, Harry Brodersen, Lieut. Col. Tucker, Mrs. Virginia M. Griffore, Mrs. William E. Becker and Hal Forsey.

The group decided to build a moveable building, 30 by 40 feet, to be temporarily located on the grounds of the Clayton Valley School. Later a permanent location will be chosen.



# San Leandro Industrial Survey Shows Vast Plant Expansion During 1948

By FRANK M. KING, Manager  
San Leandro Chamber of Commerce

SAN LEANDRO'S INDUSTRIAL GROWTH during the past year is evidenced in a new survey of industrial plants in the area just released by the San Leandro Chamber of Commerce, according to Vincent McLane, chairman of the chamber's industrial committee.

The new list of area plants shows a total number of 91 with 7,765 em-

ployees. This compares with 69 plants last year and 6,655 employees. In addition to the present number of industrial plants in the area, McLane pointed out that soon to be in operation would be the multi-million dollar St. Regis Paper and L. A. Young

Spring and Wire plants. These two nationally famous corporations will commence operations with combined payrolls of 600 employees.

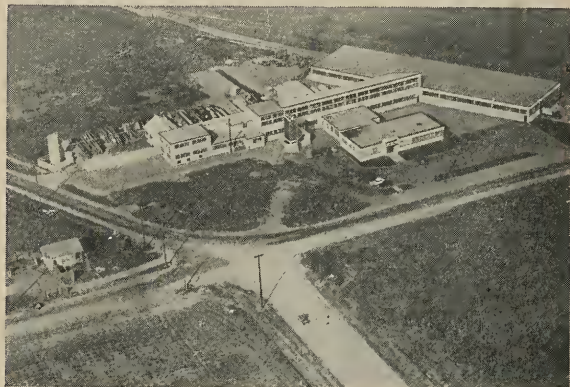
Plant investment the past year totals \$10,600,000, said McLane, and San Leandro (Continued on next page)



Air photo of Caterpillar Tractor Company's huge San Leandro plant which makes fuel injection systems for the world famous heavy construction equipment. Photo shows close proximity to attractive residential areas, two mainline rail connections, recreational facilities and easy parking areas—advantages sought by both management and its employees. Caterpillar, founded in 1920 as the C. L. Best Gas Tractor Co., maintains its corporate office in San Leandro.



Excellent air view of San Leandro, California, showing relationship of the City to San Francisco Bay and soft, rolling foothills to the east. Oakland adjoins San Leandro, "City of Sunshine and Flowers", on the left. Extent of choice industrial sites is clearly indicated; property availabilities at reasonable prices rate as one of chief reasons for the city's attention—getting industrial expansion.



Spice and span plant for Dewey and Almy Chemical Company is one of San Leandro's newest industries. Dewey and Almy, a multi-million dollar concern, makes can sealing and can lining compound for shipment throughout the West, the Pacific and Orient. Sewage main to San Leandro's new million dollar municipally-owned sewage treatment plant passes in front of Dewey and Almy. The treatment plant provides separate treatment for industrial and domestic flows and the industrial sewage problem is solved for firms locating in San Leandro.



Ninety-eight per cent of all parts making up the Friden Fully Automatic Calculator are manufactured in the home office and factory at San Leandro. Here is the Motor Department where Friden Power Plants are made.

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## SAN LEANDRO'S VAST EXPANSION

(Continued from page 15)

Leandro's total industrial picture represents more than \$27,000,000 investment.

Of the larger plants recorded in the survey are Pacific Can's new \$2,000,000 investment and Welch Grape Juice's \$2,000,000 cannery; Peterson Tractor and Equipment Company sales and service organization exceeding \$1,000,000 in plant and equipment; Western Waxed Paper Co. division of Crown Zellerbach—\$1,000,000; the soon-to-be-in-operation L. A. Young Spring and Wire Corp. and St. Regis Paper Co. plants will add another \$2,500,000 to this total.

Number of plants and employees does not include the area's \$15,000,000 annual horticultural business. These will be released in a separate survey soon to commence.

The chamber office receives requests for information on San Leandro industries every day and the survey provides tangible evidence that the city has definitely changed from primarily suburban in character to one



VINCENT McLANE, Chairman  
 Industrial Committee  
 San Leandro Chamber of Commerce

with a fine balance between commuter income, retail and industrial payrolls.

McLane declared that although there is a general leveling off on the coast in plant expansions and new plants that there is still a great deal of interest shown by prospective industrialists in San Leandro.

### Council to Stress Youth Welfare

RICHMOND—In a four-point community welfare program outlined by the Richmond Community Welfare Council for 1949, stress will be placed on youth.

Dr. Martin Mills, president of the council, said that the executive board has decided on four major areas of activity. These are:

1. Child welfare.
2. Family welfare.
3. Youth guidance.
4. Public health.

In order to implement the program, more members are needed in the Council, Dr. Mills said.

A membership invitation has been extended to all organizations and interested individuals to participate in the program and help make it a success for the good of all Richmond.

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## Oakland Port Commission Completes First Unit of Vast Expansion Plans

THE GIANT DREDGE which for almost six months has been filling approximately 200 acres of marshland in the San Leandro Bay area of Port of Oakland was halted February 16 and Claire V. Goodwin, president of the Oakland Board of

by the San Francisco Bridge Company under contract to the Board at a cost of approximately \$600,000. The marshland has been raised about seven feet with the deposit of nearly 2,400,000 cubic yards of fill. The material was dredged from the tidal basin on which,



**ERIAL PHOTO by Clyde Sunderland of Oakland Shows Giant Dredge at Work on Reclamation Project for Oakland Port Commission, first of similar projects contained in Master Plan.**

Port Commissioners announced the completion of the reclamation project. Part of the Board of Port Commissioner's Master Plan to develop and improve Port and Airport facilities in the Bay area, the reclamation of the land, which is to be used for industrial purposes, is the first unit of a project which will reclaim all marshland north of the Oakland Municipal Airport in the San Leandro Bay area—a total of 900 acres. Dredging operations on the unit just completed, which is south of the new Eastshore Freeway and west of Hegenberger Road, were begun last October

eventually, a shipping terminal with berths for 28 ocean going vessels will be constructed.

The newly reclaimed land will be allowed to settle and consolidate for a period before it is used for industrial sites. Other units of reclamation under the Board's Master Plan will be undertaken as required to meet the growing needs of industry in this area.

Work will continue on the newly reclaimed land for another month while spillways are removed, the new channel for Elmhurst creek is completed, and equipment is removed.

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## East Oakland Sub-Div. Gains New Street Beautification Tree Planting

SHEFFIELD VILLAGE, EAST OAKLAND SUB-DIVISION, will undergo a street beautification program in accordance with plans developed by the Oakland Park Department and the Sheffield Village Homes Association, Nat Levy, president of the Oakland Board of Park Directors, has announced.

"Members of the Sheffield Village Homes Association will purchase suitable street trees and the Park Department will plant and maintain them in the parking strips on the streets of the area. This program is in accord with the street tree policy recently adopted by the Board of Park Directors, which calls for uniform street tree planting throughout the city," Levy stated. "Trees which have been found unsuitable for parking strip planting because they grow into sewers, tear up sidewalks, break the curbs or create traffic hazards by their height and growth, will be removed from Sheffield Village and replaced with Carrier's Thorn, Sweet Gum and London Plane trees."

The Sheffield Village program was worked out by representatives of the Park Department and a committee of home owners headed by C. R. Archer.



**WILLIAM PENN MOTT, JR., Supt. Oakland Park System**

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**Transocean Air Lines Expand Activities at Oakland Airport**

EXPANDING ITS WORLD-WIDE OPERATIONS into a new field, Transocean Air Lines has purchased controlling interest in the Oakland Aircraft Engine Service, one of the West's leading heavy aircraft engine overhaul firms, Orvis M. Nelson, President of the contract carrier announced today.

Established at Oakland Municipal Airport a year ago as a partnership operation by Rudolph Lemcke and A. A. MacDonald, whose aggregate experience in aircraft engine overhaul totaled more than 45 years, the Oakland Aircraft Engine Service has won a number of major engine overhaul contracts with domestic and international airlines.

"The company, which leases 14,000 square feet of shop space at Oakland Airport, will be operated as a separate corporation with Lemcke as President, and an expansion of its commercial services is in prospect," Nelson said. Incorporated under the laws of the State of California, members of the Board of Directors of the new corporation are Lemcke, Nelson, MacDonald, R. T. Elmore, and E. H. Borgard.

Purchase of the controlling interest in the Engine Overhaul Company gives Transocean Air Lines full independence in maintenance and overhaul, for its subsidiary, Aircraft Engineering and Maintenance Company, which employs 1,200 persons at Oakland Municipal Airport, is one of the nation's leading firms in aircraft maintenance and overhaul field.

Other Transocean Air Lines activities, in addition to its world-wide contract air carriage, include Transocean Engineering Company, which specializes in airport construction, and the TALOA Academy of Aeronautics.

**THREE YEAR PLAN FOR ROSE GARDEN**

A THREE YEAR PLAN for general improvement of the Oakland Municipal Rose Garden was outlined to the Oakland Board of Park Directors at a recent meeting by Otto M. Butzke, president, and John Paul Edwards, director, of the Rose Study Club of Oakland.

Edwards stated that there has been one hundred per cent improvement in the Municipal Rose Garden during the past two years, and it is his belief that during the next three years, by adequate planning by park officials and club members, the garden, located in Linda Vista Park at the head of Jean Street, will be the most beautiful in America.

"The natural amphitheatre in which the Rose Garden is presently located provides a more suitable setting than is found in most municipal rose gardens throughout America and we know that by working together our goal, namely, making Oakland's the most beautiful rose garden in America, will be accomplished," Edwards stated.

**REQUEST DOWNTOWN WEATHER STATION**

TO CORRECT a damaging situation caused by the collection of the official temperature for the city at an outlying post, the Oakland Chamber of Commerce has initiated steps to secure the establishment of a cooperative weather reporting station in downtown Oakland.

In a formal request to F. D. Your regional director of the U. S. Weather Bureau, President James H. L'Honnard has pointed out that the situation results from the contrasting locations in which the official temperature for San Francisco and Oakland is recorded. Those for San Francisco are taken at the Federal Building, San Francisco's Civic Center and the for Oakland at almost ground level at Oakland Airport, and this difference of locale as an observation point is responsible for wide variances in temperatures in which Oakland is the receiving end of unfavorable readings, L'Honnard said.

The letter to Weather Bureau Director Young stated:

"With the ever-increasing competition between the cities for new people, new plants, and new business, the situation is inflicting a real detriment upon our community, particularly the eyes of newcomers to the area who are looking for climatically favorable locations. As one of the many instances of community detraction which could cite, it is apparent these location seekers do not get a true picture of the comparative climates of Oakland and San Francisco when they refer to the official United States Weather Bureau records as disseminated through the press and radio under the present practices."

Locations atop the Oakland City Hall and the Alameda County Courthouse have been suggested for the cooperative station and preliminary discussion with city and county officials has revealed a pressing need for a true picture of the community weather, particularly in sewerage and street planning, L'Honnard declared.

The cooperative station would record the maximum and minimum temperatures and the rainfall.

The request has been passed on to Washington with the indication that it will be approved, according to information received by the chamber.

The Board of Park Directors through President Nat Levy, pledged its wholehearted support to the program.

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# War Born Nuclear Fission Proves Aid In Standard's Fuel Lubricant Check

AN APPLICATION OF WAR-BORN nuclear fission to speed up improvement of automotive fuels and lubricants has been announced by California Research Corporation, Standard Oil Company of California's research organization.

This company, in its Richmond, Calif., laboratories, is using a revolutionary research method involving the use of radio-active automotive parts in test engines. Its eventual result probably will be expressed in longer engine life and less money spent by the average motorist for automotive repair, as well as more economical automobile operation.

In the new test method, California Research Corporation has worked closely with the Atomic Energy Commission, using piston rings which have been suitably activated in an atomic reactor at the Oak Ridge National Laboratory. This peacetime application of nuclear fission to modern industry has enabled the research engineers to run fuel and lubricant tests in a much shorter time than present methods permit.

In beginning a typical fuel and lubricant test, a radio-active piston ring, for example, is taken from its 30-pound lead safety box and carefully placed on the test engine's piston. Then, after three or four hours of operation, a sample of oil is taken from the engine's crankcase. The oil is tested with a delicate Geiger counter which immediately indicates the amount of metal worn from the activated ring—minute particles of iron

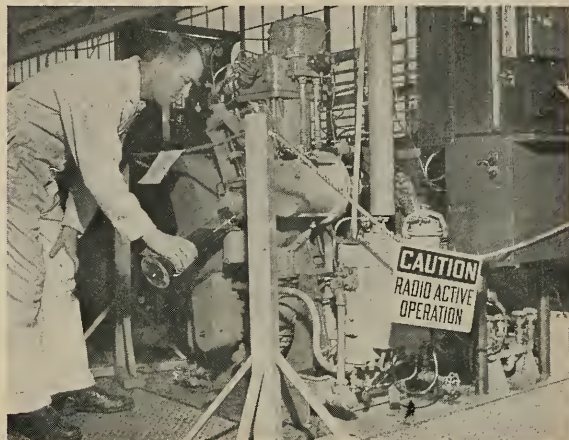
flushed away by the oil.

With radioactive rings in a test engine, the amount of wear can be measured so closely that as little as one-millionth of an ounce of metal worn from the rings can be detected.

Two other oil industry uses of radioactive substances also were revealed by the research corporation.

One involves the tracing of oil shipments through miles of pipe line, which is accomplished by placing one billionth of an ounce of radioactive Barium in an oil sample, and then following the sample's progress with a Geiger counter. In this way it becomes possible to separate more accurately the many types of crude oil or products which flow one behind the other through a given line.

Another application is that of radioactive carbon, used in much the same way to learn more about what happens to gasoline molecules as they pass through the complex operation of a modern refinery. It is expected that this new scientific tool will contribute to the steady improvement in methods of producing better petroleum fuels, and in the more efficient use of the nation's oil resources.



**RADIOACTIVITY USED TO TEST ENGINE WEAR**

Improvement of fuels and lubricants will be speeded up by an application of nuclear fission to determine engine wear, according to California Research Corporation, subsidiary of Standard Oil Company of California. Metal worn from a radioactivated piston ring drops into the crankcase oil, which then can be easily tested—the amount of radioactivity indicates the rate of wear. Above, Carl Nelson, engine operator, returns a sample of lubricating oil to the crankcase of an automotive test engine after the amount of radioactive iron present has been determined by means of a Geiger Counter.

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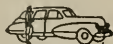
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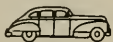
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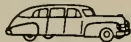
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# State Chamber Finds Population Increase Most on Youthful Side

**LD DOC STORK**—named "natural increase" by statistical experts—played a tremendous part in California's phenomenal growth between 1940 and 1948, according to the research department of the California State Chamber of Commerce, after a breakdown by age groups of the Bureau of the Census provisional estimate of civilian population as of July 1, 1948. Greatest increase in new Californians is on the youthful side.

California's recent civilian population was 9,894,000 in July, according to census estimates, showing increase of 3,037,000, or 44.3 per cent over 1940. In the increase, 57.8 per cent under 21 years, with the number of children under five years jumping 3.9 per cent, and the five year-olds showing a 106.9 per cent.

The age groups in the productive years—21 to 64—rose 38 per cent. Increase in residents 65 years or older was 44 per cent, just a shade under the total population increase percentage.

In the pre-school ages, the 1,062,000 the estimate contrast with 454,000 under five years old in 1940, and the five year-olds increased from 87,000 to 180,000. Add to these, the other elementary school-age group—6 to 13 years—whose numbers grew from 725,000 to 1,099,000 in the eight year period, and California's present and potential elementary school-age population has risen from 1,266,000 to 2,411,000 during that time.

This spiralling increase in California's children starkly highlights the present statewide serious shortage of elementary school facilities and teachers. It also points to still greater demands within five years for educational institutions and personnel to prevent critical shortage.

Californians of high school age—18 to 24 years—increased 12.3 per cent, from 530,000 to 595,000 in the

eight-year period. There was an 11.1 per cent rise in the number of 19 and 20 year olds—219,000 to 244,000, with the 21-24 age group gaining 37.9 per cent over 448,000 in 1940 to 618,000 last year.

The number between 25 and 34 years increased from 1,173,000 in 1940 to 1,691,000, or a 44.2 per cent growth — approximately the entire statewide growth. The 1948 estimates show 1,479,000 between 35 and 44 years, or 38 per cent above the 1,072,000 enumerated in 1940. In the 45-64 year group, the 2,127,000 estimated for 1948 represents a 33.4 per cent over 1,594,000 in 1940. The 1940 census showed 555,000 Californians 65 years or older, and 799,000, or 44 per cent more, in 1948.

Only civilian population is listed in the tabulations. Excluded is the military population, which was 50,000 in 1940 and 137,000 in 1948.

## Red Cross Drive Now Under Way In East Contra Costa

**PITTSBURG** — Charles Haworth, chairman of the Eastern Contra Costa American Red Cross drive, has announced that the total quota for the district has been set at \$19,500. The drive was launched on March 1.

Slightly more than half of the sum will be raised in the Pittsburg-Ambrose area, Mr. Haworth said. The remainder is expected to be contributed from Antioch, Oakley, Brentwood, Byron and Nichols.

While the Red Cross is always ready to assist in national emergencies it provides a constant source of assistance in local program also, Haworth stated.

During the past year, Red Cross community service in this area included 2,351 cases. Among them were 327 persons who received financial aid, including local veterans and civilians.

"Another valuable part of the Red Cross local program is the blood donor assistance which provides 238 pints free to Pittsburg Community Hospital, and 110 pints to Antioch

hospital," Haworth stated.

Water safety, which is annually sponsored by the Red Cross, provided instructions in swimming for 808 persons in Pittsburg and Antioch during the past year, the chairman reported.

Another portion of the Red Cross safety work was a first aid course provided to school bus drivers in the chapter areas, Haworth said.

## Open New Library Service

Health pamphlets on sale at the Oakland Public Library are being rapidly bought by Oakland parents, according to Dr. Peter T. Conmy, City Librarian.

This new service of the library has been arranged so that parents can obtain some of the best pamphlets on health and family life without the delay of ordering from Eastern publishers.

The following pamphlets are now on sale at the Reference Desk of the Main Library, 14th and Grove Street, and at the Melrose Branch Library, 4805 Foothill Boulevard.

What Makes a Good Home—Child Study Ass'n of America—20c.

When Children Ask About Sex—Child Study Ass'n of America—35c.

Enjoy Your Child, Ages 1, 2 & 3—Public Affairs Committee, Inc.—20c.

Understand Your Child from 6-12—Public Affairs Committee, Inc.—20c.

Keeping Up With Teen Ages—Public Affairs Committee, Inc.—20c.

Other pamphlets will be added from time to time.

## Institute on Family Life

Two training centers for instructors, counselors, and administrators in the field of family life education will be held in the Bay Area this summer.

The training center at the University of California in Berkeley, June 20 to July 29, is designed for college faculty, counselors, school administrators, parent educators, church and

community leaders, and elementary and secondary school teachers.

The San Francisco State College Center, June 27 to August 5, will be conducted primarily for elementary and secondary school personnel.

The training centers are open to qualified persons in the fields of home economics, parent education, physiology and biology, health, counseling and guidance, psychology, sociology, and religion. Applications for admission will be reviewed by an Advisory Committee.

For additional information about the training centers, write the Secretary, Advisory Committee, Training Centers in Family Life, Health and Social Relations, 125 Vale Avenue, San Francisco 16.

## JUVENILE HALL JOB MAY START JUNE 1

County Supervisors of Contra Costa County said recently they soon will call for bids on construction of juvenile hall in order that building may get underway by June 1.

Architect's plans for the structure are almost complete, supervisors said, and will be ready in the near future for use in advertising for bids.

Tentative date of June 1 was set by the board when it discussed the hall with Superior Judge Hugh H. Donovan and County Probation Officer John A. Davis. Donovan and Davis appeared before the board to request a progress report on construction plans for the hall.

The hall is expected to cost \$839,000, although only \$550,000 has been allotted so far.

## HEMMINGS PRAISED

**MARTINEZ**—Charles L. Hemmings, deputy district attorney, recently was cited for his efficient work in preparing the legal background for the formation of the Mt. Diablo unified school district.

E. H. Staffelbach, a state school official, said much of Mr. Hemmings work was of a pioneer nature and would serve as a guide for other unified districts about to be formed in other counties of California.

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**Alameda County Sheriff's Posse  
Adds Efficient Air Squadron****M**ANNED BY VOLUNTEERS, the Alameda County Sheriff's Air Squadron is ready for action. The 10 members of the squadron were formally sworn in as deputy sheriffs by Sheriff H. P. Gleason during the ceremonies at the Oakland Municipal Airport.

Heading the group are Squadron Captain George L. Fawcner, 4024 Edgemoor place, and Adjutant Glenn H. St. Louis, 127 Cypress Street, Alameda, an aircraft metalsmith.

Oakland squadron members include Morris D. English, Walter E. Stammet, George B. Stone, Norman R. Swanson, Charles B. Beatie, Elmer E. Benner, Paul B. Johnson, and Dr. Thomas C. Wilson.

Sheriff Gleason said the group would be called upon to search for lost planes or persons or other operational aerial work. All members of the squadron own their own planes.

Their work will be coordinated with Sheriff Gleason's office by Lex Jensen, chief of the civil division, who is also an ex-officio member of the group.

**K**EEPING a complete mechanical record of temperatures and pressures, one of the two new telepsychrometers in the State is now in full operation at the U.S. Weather Bureau at the Oakland Municipal Airport, it was announced by E. P. Norwood, meteorologist in charge.

The telepsychrometer, a new weather device only recently installed at Oakland and Burbank, is composed of two units—an outdoor exposure unit, and an indoor recording device linked to the exposure unit by wires. The exposure unit is located inside of a wired enclosure of Earhart Drive at the Airport, and is composed of two continuously ventilated resistance thermometers called thermohms, one of which records a dry bulb temperatures and the other wet bulb depressions.

The actions of the two thermohms are recorded by means of a series of dots on a graph sheet in the indoor indicator installed in a wall of the weather office, providing a constant and continuous record of the temperatures and depressions.

One fact which the telepsychrometer proves graphically is that temperature scarcely ever remains the same from second to second and minute to minute. There are constant fluctuations from a fraction of a degree to between one and two degrees.

Norwood said that temperatures at the surface of the earth are in constant flux owing to the effects of wind and other factors, although these changes are generally so minute as to be of little practical interest to the average man who is merely conscious that the weather is warm or cold.

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## San Francisco Health Inspectors Celebrate Annual Get-Together



—Photos by S. L. Brevit, S. F. Health Inspector.

**EIGHTH ANNUAL BANQUET** of the San Francisco Health Inspectors Association proved a record breaker from every angle; food, refreshments, entertainment and attendance.

Held Thursday evening, March 10th, at 1524 Powell Street, San Francisco, Judge John B. Molinari was speaker of the evening and aptly termed the event a "picture of democracy".

Above photos show but a part of the large gathering but the many top-flight executives and leading citizens, easily discernable proves the character of the affair.

The **RECORD** staff congratulates the Health Inspectors who, whether at work or at play do an excellent job.



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**URGES BETTER MANAGEMENT OF PRIVATE FORESTS**

A HALF-CENTURY after Congress passed the law under which the 152 National Forests are managed by the Forest Service, Chief Lyle F. Watts said in his annual report that these public forests "still represent the largest tangible accomplishment in forest conservation in this country" and are in many ways "the finest public forest system in the world."

Declaring that national security and welfare demand sound management and wise use of all forest land, Mr. Watts said that with our growing population and the steady depletion of many forests in private ownership "our national forests and other public forests undoubtedly will play an increasingly important part in the Nation's economy."

Evidence of the downward trend of the private timber supply is found in the growing demand for timber from the National Forests, he said. He pointed out that the 3,800,000,000 board feet of timber cut on the National Forests last year was three times the pre-war cut of 1,250,000,000 board feet and that "many sawmills that formerly had supplies of private timber are now wholly dependent on national forest timber to keep going."

THE TERMS of 31 trustees of 25 elementary school districts, and 11 trustees in six high school districts will expire this spring, the office of the county superintendent of schools has announced.

In addition, the terms of the five recently appointed directors of the Contra Costa County Junior College district will also expire.

Candidates for the school jobs have until the end of the business day of April 20 to file their declarations and school elections will be held May 20.

Elementary school trustees whose terms expire are as follows:

Almo, Forest Englehart; Antioch-Live Oak unified, Dr. J. E. Riede; Brentwood Union, Hugh Armstrong and Russell A. Partridge; Briones Valley, Albert Costa; Byron Union, Henry Martin and Fabin F. Richart, Jr.; Canyon, Elsworth A. Musser; Carquinez, Antone Dowrelio; Danville Union, Louise R. Graham and Henry Steinmetz; Knightsen, Mrs. Dilma cecchini; Lafayette, M. H. Stanley; Lone Tree, Charles Clatten; Martinez, Arthur Granshaw; Moraga, J. E. Hammond; Oakland Union, Fred Abbott and Oscar Burroughs.

Orinda Union, John L. Stoffel and Joan Erickson; Pinole-Hercules Union, Edward Hemleb and Clifford Butler; Pittsburg unified, Armand Stow; Port Costa, Everett Norton; Dodeo, M. L. Wanlass; San Pablo, Joseph S. Aguiar; San Ramon, Ernest Thomas; Selby, Henry Young; Sheldon, Lester W. Skow; Vine Hill, Robert J. Stegemann and Walnut Creek, Curtis Duncan.

High school trustees whose terms expire are:

Acalanes Union, Melvin C. Jacobus

(Continued on next page)

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Directors of the county junior college district whose terms expire are Fred Abbott of Brentwood; G. E. Brombacher of Richmond; Bert Coffey of Richmond; George Gordon of Martinez and O. J. Wohlgenuth of Oak Grove.

**PROVIDING A NEW SERVICE**  
for California shippers by furnishing direct water transportation of cargo between California and Vancouver, B. C. the motorship Powell River left the Grove Street Pier of the Port of Oakland Friday, February 4 with approximately 1000 tons of general cargo for British Columbian ports.

The Canadian Gulf Line, which is providing the new service, said the vessel will bring newsprint to the bay area, and return with general cargo. Voyages will be made every other week, and no longer than every fourteen days.

Officials said the general Pacific Coast agents will be the Kingsley Navigation Company Ltd. of Vancouver, B. C., former operators of the old Kingsley Line, while the California agents will be the Fred Olsen Line in San Francisco.

A buffet luncheon for civic, marine officials, and shippers was held aboard the vessel February 3 at noon to signalize the new service.

Attending the gathering were Mayor Joseph E. Smith, of Oakland, Claire V. Goodwin, president of the Oakland Board of Port Commissioners, Clifford D. Allen, vice president of the Board of Port Commissioners; Lloyd Mazzera of the Bank of America, Joseph Patton of the Fruitvale Canning Company, and officials of the steamship line, the Fred Olsen Line, and others.

Captain Frank Speich, master of the vessel, and Dan Moore, vice president of the Canadian Gulf Line, welcomed the guests aboard the vessel.

President Goodwin of the Board of Port Commissioners pledged the assistance of the Port of Oakland in increasing and enlarging the service between Canada and California.

**CURRY HEADS CONTRA COSTA CIVIL SERVICE COMMISSION**

Operating since December with four members as the result of the resignation of Floyd A. Rains, the Contra Costa Civil Service Commission, Martinez, has elected Harry Curry, El Cerrito, as its new president.

Rains at the time of his resignation was president of the commission. Curry since has been serving as protem president.

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**I. J. SANDNESS**

(Continued from page 5)

among those suggested by business men, wholesalers, retailers and those in all business enterprises. The statistical results, which will be published by the Census Bureau, will be of definite value to all lines of business.

Miss Sandness says that she looks forward with anticipation to a busy year. The cooperation of business men in the Bay Area with the work of the Census Bureau has always been exceptionally high. With the opportunity during the months ahead of meeting and making friends with men and women in all kinds of business, Miss Sandness hopes to further extend this pleasant relationship between the Public and its Census Bureau.

**Estimates On Street  
Repair Are Accepted**

**PINOLE**—An estimate of \$8,000 for street work to be done on four city streets won recent approval of the city trustees.

The estimate was submitted by City Engineer Ross Calfe. Mayor I. H. Anschutz accepted the engineer's outline and announced that bids will be called for and the work started as soon as weather permits.

Streets affected include Fernandez avenue, Plum street, Prune street and Pear street.

A group of residents along Pine avenue in the Nob Hill section appeared before the board asking for street improvements. Work on the streets of the city is to be taken care of as fast as practicable, the board stated.

The two-year-old sewage disposal plant maps were submitted to Calfe for modernizing in view of changes in prices and other details.

Preliminary steps were taken at the time the maps were made, as to location of the plant at the bay waterfront and as to funds needed for the actual installation.

The board proposes to make application to the state for this city's share of the state funds which have been pledged in assisting cities in the project as soon as the maps have been revised.

Sewage disposal plants were required by law enacted in March, 1946, but further time had been granted on the actual installations on account of unsettled economic conditions.

**Three Health Workers  
Win State Licenses**

**MARTINEZ**—Three Contra Costa county residents recently passed the state examination of the California Board of Public Health and received licenses, according to County Health Officer W. A. Powell, M.D.

Dr. Powell said the three were Jack L. Frye of Pittsburg, Franklin W. Rumney of Richmond and Dora Gilmore Mercado of Richmond. Mr. Frye and Mr. Rumney were licensed as clinical laboratory technicians and Miss Mercado is a public health laboratory technician.

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### BAY INDUSTRIAL EXPOSITION TO BE HELD HERE

Recognized as the most outstanding industrial show in the west, the second annual Bay Area Industrialla Exposition will be held in the Oakland Civic Auditorium June 4 to 12, with the Oakland Chamber of Commerce as a co-sponsor of the mammoth affair.

During the Exposition, the products and services of all fields of industry in twelve bay counties will be displayed in a setting designed to attract buyers and sell merchandise from huge diesel equipment down the line to the tiniest precision items.

The senior and junior chambers of commerce in the Bay Area counties make up the committee handling the non-profit show, which had a most successful appearance in the San Francisco Civic Auditorium last year. The rotation of this showcase of industry between the two cities makes it the most representative event of its kind ever attempted.

Sale of exhibit space is well along according to Alden Stock, president.

### San Pablo Needs Water for Industry

SAN PABLO—The local Chamber of Commerce was recently told of the community's need for a supply of cheap water if industry was to be persuaded to build in San Pablo. Harold Weber, former Oakland Chamber of Commerce manager, was the speaker.

Mr. Weber said that present water was too expensive to encourage small industries to locate here and suggested that San Pablo cooperate with surrounding towns to bring water from Folsom dam or Contra Costa canal.

Harold Dodge was appointed temporary secretary for February and March until a permanent secretary can be named. Judith Rooney recently resigned the office.

A membership drive is being made by the organization spear-headed by President Mello as chairman and Tom Temple as co-chairman. Fourteen new members recently joined.

Joseph Aguiar, chairman of the finance committee, gave a report and made recommendations on the handling of finances for 1949. He recommended that there be no increase in the present dues of \$12.

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## BORDER INSPECTION CERTIFICATE HAS CENTENNIAL THEME

TWO MILLION bright blue and gold windshield stickers will be distributed to tourists who come to California by automobile in 1949. They combine a welcome to California and an explanation of the State's plant quarantine service.

Co-sponsored by the California Centennials Commission and the State Department of Agriculture, the stickers made their first appearance January 1st at 18 border inspection stations.

On the front, against a blue banner, is the name of the Centennials Commission and the centenary years, 1948, 1949 and 1950. The border, outlined in gold, shows the typical gold pan, scales, poke, pick and shovel of an Argonaut.

The reverse side of the sticker will carry the name of the station through which the car entered California, the name of the inspecting officer and the an old Spanish mission and a forty-date of entry. The background features nine panning gold.

In explaining the necessity for plant quarantine inspection, the certificate reads:

"Help prevent claim jumping!"

"Our farm lands are producing a newer, richer pay dirt than gold. Right now, California is producing over one-third of all the vegetables and fruits grown in the United States. To maintain that output, we have to keep agricultural pests from crossing our borders, jumping our claims and ruining our crops.

"Many of these insects try to hitchhike across our state line in your car. Once here, they become entrenched, multiply and destroy.

"Your cooperation in helping us to check the spread of these varmints is greatly appreciated."

Distribution of the stickers at border stations will be handled by inspectors of the Department of Agriculture's Bureau of Plant Quarantine, headed by A. P. Messenger, Chief.

That all the two million stickers will be used is indicated by Agriculture Department figures on the number of vehicles entering the State in 1948. Through November 30, 1948, some 2,109,704 cars had entered California. Bureau officials estimated an additional 175,000 automobiles crossed California borders in December.

## Martinez Will Soon Own Parking Meters

MARTINEZ — City Administrator Leonard McClintock told the City-County Record recently that by mid-summer the city will completely own its approximately 465 parking meters.

Mr. McClintock said the city purchased the meters in July of 1947 and has paid all but \$7,000 of the \$26,500 purchase price. Since payments on the meters amount to \$1,000 a month, the \$7,000 indebtedness will soon be wiped out, he said.

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VOL. 16, No. 5 — MAY, 1949

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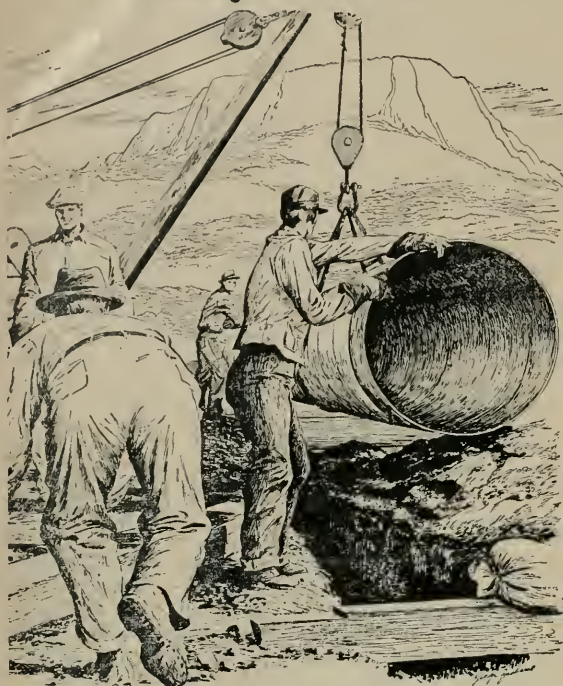
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**ADRIEN J. FALK, Vice-President**  
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(See story page 5)

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VOL. 16 — NO. 5

MAY, 1951

## Around and About

By WHIT HENRY

WITH THE REPEAL OF PROHIBITION it was inevitable that big business would attempt to dominate the wine industry of California; some of the wineries did not sell out, but preferred to continue in business and give the same care as did their pioneer forefathers to the proper aging and treatment of wines is a tribute that gourmets around the world admire. One of the older wineries that still makes its wines in the old unhurried way is Beringer Bros. This firm was founded in 1876 by Jacob L. and Frederick Beringer in St. Helena and is still under the guidance of the sons of Jacob Beringer. The site of the winery was selected because of the limestone formation, and adjoining the winery are 800 feet of cellars tunneled through the limestone formation. These tunnels remain at a constant temperature throughout the year and for that reason are well adapted to the aging of fine wines. In the fields adjoining the winery the Beringers grow 32 varieties of grapes, all of which are used in their products. For a pleasant Sunday drive, a tour of the Napa Valley and a stop-over at the Beringer Bros. winery is heartily recommended by this scribbler.

worth a look-see. These pictures show the creation of Robert Duke who formally is display manager for a clothing firm; it is in his spare time that he makes his pictures that are a delight to the eye and that recall pleasant memories of an era that is long held-over from the old days when Ferry Building was a daily host to commuter trade. The business was originally started by Perc's father, uncle in the waiting room of the Northwestern Pacific. Two chandeliers are still lighted by the old incandescent lights that at one time were used to light the Ferry building when electric lighting was in its infancy. When you pay him a visit, tell Perc that I sent you.

PEOPLE WHO ENJOY good food are particular about the pepper they use, and most gourmets insist black pepper is essential in good cooking. There are many brands of pepper on the market but Claremont Brand black pepper is different and delicious. Claremont is the trade name of the products of the McClintock Stern Company, one of the oldest spice houses on the Pacific Coast. Their black pepper comes from the Malabar Coast of British India and is known as Tellicherry pepper. Most of the pepper marketed in America (Continued on next page)

THREE DIMENSION ART is not new, but three dimension art as it is displayed in the coffee shop of Perc McPartland in the Ferry Building is decidedly different and well



es from the Spice Islands and does  
have the pungency and flavor that  
tinguishes the tellicherry pepper  
. To improve its flavor, the Mc-  
tock-Stern Co. grinds it by hand,  
to a powdery fineness but to a  
ness that retains all the flavor  
then permeates the food onto  
h it is sprinkled. Try it some time  
I'm sure you will be agreeably  
rised.

\* \* \*

RE COFFEE GROUNDS a problem  
in your home? If so and  
have a garden, by all means use  
to enrich the soil. If regularly  
d thereon they will prevent the  
from caking and flowers will  
e. My wife has been using coffee  
nds for this purpose for over a  
and the results have been more  
satisfactory.

\* \* \*

AUDEVILLE HAS RETURNED  
and lovers of that type of enter-  
tainment are thanking and patronizing  
Tivoli Theatre which has reopened  
that type of stage show three  
a day. If it is to be a success the  
office receipts will have to prove  
the management. To make it  
attractive the most expensive  
in the house is less than a dollar.  
writer hopes that the start made  
the Tivoli may be the nucleus of  
start of the old time circuits that  
years ago covered the entire  
ed States. Here is a good wish  
the Tivoli in its present venture.

\* \* \*

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rain child of a former Army  
in Leslie Huber who sailed the  
ical during the war years. Upon  
ving his discharge from the Army  
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sengers around the bay. A trip on  
General is a long remembered  
r, particularly when one realizes  
the ever changing views are no  
r common place with the passing  
e ferry boats from the local scene.  
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## Population Density Trends in Bay Counties Demand Area Planning

SAN FRANCISCO AND ALAMEDA COUNTIES are the two most densely populated counties in California, according to a special trend study of Bay Area population density and community planning issued by the Bay Area Council.

The Council's report, based upon new data released by the State of California, and the California Chapter, American Institute of Planners, stresses the vital role of long-range Baywide planning if civic and residential growth is to keep pace with the 32 percent gain in population density forecast by state agencies between July, 1947 and January, 1960.

Commenting on the report, Frank E. Marsh, Council general manager, said:

"The impact of the growth in population density in the nine Bay counties over the next 11 years, estimated to range from 13% in San Francisco to 54% gain in Marin, will require significant planning developments and Baywide action on problems of rapid transit, water, sewage, recreation, highways, schools, housing, airports, industrial and residential development over the next decade."

Providing another "first" complete picture of Bay Area growth the Council study cites a tabulation breakdown of the nine Bay counties in terms of land area; county population in 1947 and 1960; estimated density per square mile for the same years; and the percentage gains.

For instance, San Francisco's 45 square miles of land area had an estimated 785,000 population in 1947, with 890,000 residents anticipated by January 1, 1960. This means an estimated population density per square mile of 19,777 in 1960, rising 13.4% from the 17,444 estimated in July, 1947.

Similarly, Alameda County's 733 square miles of land area expects a 32% gain in population density by 1960 rising from 735,000 residents in 1947 to 970,000 in 1960. The density per square mile would move upwards



FRANK E. MARSH, General Manager  
San Francisco Bay Area Council

from 1,000 to 1,323 in the next 11 years.

The Council report also lists all county and city planning commissions, with their budgets, activities and accomplishments in the enactment of zoning, subdivision and building code ordinances. It is pointed out that all nine Bay Counties now have planning commissions and that 48 Bay Area cities had planning commissions in 1948, as compared with only eight cities having planning commissions in 1920.

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# Adrien Joseph Falk

## Industrialist and Civic Leader

*"Reviewing Falk's career, one question becomes intriguing and apparent. Why, one may ask, does an individual of his responsibilities, devote so much time to public service? \* \* \* Why does Falk make a career of public service? ' ' ' 'Somebody has to do it,' he says. 'Lots of people need help. Maybe it is an impulse. It is not profit or glory. It may be fulfillment of a sense of duty, a feeling of satisfaction.' "*

By WILLIAM FLYNN

Special Writer — The Record

**ADRIEN JOSEPH FALK**, San Francisco's man of civic affairs and the next president of the State Chamber of Commerce, leads a full life. He is a successful business man and a selfless public servant.

He not only operates an international business but believes those entrusted with worldly goods and influence should devote time and energy to making the world a better place for the less fortunate. However, he does something practical about the beliefs. He works at the job of turning such ideals into material benefits for those who are members of the human race and profit little thereby.

### DEVOTES TIME

all, slim, operating with the calmness of an individual who knows it, Falk probably spends more time to public affairs than any other business man of comparable stature in San Francisco.

essibly he is able to do this because he is president of S & W Fine Foods, Inc., and none is going to argue with the boss concerning just how he spends his working day. But it must be remembered that Falk has been knocking himself out for years—at the same time convincing the directors of the food company that he is just the man to run the show. There, there must be a method in his present madness of attempting to run two masters—his direct employers and his indirect ones, the citizens of the community that provided him with the chance to acquire a reasonable amount of worldly goods.

### CONTRADICTION

Falk is a strange contradiction of present facts. The understanding of the end result requires considerable thought and intelligently directed insight. One who has sufficient knowledge to explain why Nature could not on a crystal clear diamond from the lap of coal might be the individual to explain why the development of Falk character was only the result

of natural and logical processes at work.

This man, whose ideas, ideals, and energy have influenced practically every worth while public service undertaking in San Francisco and have contributed to the general welfare through activity with national groups, is another of those Horatio Alger characters of the city.

He was born in San Francisco, near old St. Mary's Cathedral on O'Farrell street, on December 9, 1884, the son of Jerome and Jennie (Lindheimer) Falk. He went to work when he was 14 years old as an errand boy for the firm of Wilmerding-Lowe Company. His salary was \$15 a month. Before he was old enough to vote he had been in business for himself and gone broke—and faced the grim prospect of starting all over again.

### GROCERY CLERK

He then went to work for a small wholesale grocery firm in San Francisco with the official title of bill clerk. He progressed through the chairs of management and somehow or other the organization grew larger and larger until now it is concerned not only with the dollar shortage in Britain but climatic and rainfall conditions as they affect the tomato crop in the Santa Clara Valley.

An incomplete roster of his major current and past public service activities includes:

- President of the San Francisco Board of Education.
- President of the Community Chest.
- Chairman of San Francisco's Citizens Postwar Planning Committee.
- President of the Mount Zion Hospital.
- President of the San Francisco Board of Trade.
- President of the San Francisco Cham-

ber of Commerce.

Member of the United States Senate Advisory Council on Social Security.

Member of the Area War Manpower Committee of the War Manpower Commission.

Chairman of San Francisco's War-time Harvest Council.

Deputy Chief of the San Francisco Civilian War Council's Air Raid Warden Service.

Director of the Elks Building Association.

### OTHER SERVICE

In addition, he has somehow or other found time to serve as a director of the Anglo California National Bank, president of the Concordia-Argonaut Club, and a member of the Menlo Circus Club.

And, to top it off, his hobby is horses and his residence, which requires an hour a day each way commuting from his business address at 155 Berry street, is in Atherton, in the section the society writers call the "Deep Peninsula."

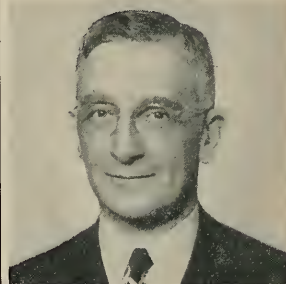
Strangely, Falk first learned there is some good in men while playing the roll of bill collector, a profession that sometimes leads to shattered illusions.

As an errand boy about the office on his first job, he was sometimes drafted to substitute for an ill bill collector. He failed to operate according to standard procedure by failing to turn in the customary large expense account. He just worked out a schedule that did not require entertainment of large groups. Soon he was a full time collector.

He also met all types of people.

"I found," he says, "some men are gentlemen wherever they may be—even in the most squalid of places—and others belong right where they are. I learned how to get along with all kinds of people."

From bill collecting for someone else, he stepped out into business for



himself. With his brother he started a tobacco importing business dealing with the trade in Puerto Rico. Suppliers failed to deliver and, as an official San Francisco Chamber of Commerce biography relates, "In 1905 the brothers were obliged to give up their business."

When they gave up, Falk was not yet 21. He obtained a bill clerk's job at Sussman, Wormser & Company, the predecessor organization of the food firm he now heads. He devoted his evenings to night school study and offerings of the University of California Extension Service. He specialized

(Continued on next page)

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Karl C. Weber, President & General Manager

**ADRIEN J. FALK**

Continued from page 5)

in accounting, business law, and office management.

He also tried to learn how to make a speech. He had trouble mastering the art until he talked about how difficult it was to make a speech in public.

"It was a subject I really knew," he says. "After that it never bothered me. Now my biggest trouble is to stop when I'm talking in public."

**GETS PROMOTED**

From bill clerk, Falk became assistant bookkeeper. After the fire and earthquake in 1906, he helped re-organize the company's affairs, was named cashier, then credit manager, office manager and secretary in 1911. In 1918 he was appointed sales manager and then general manager, then vice president and now is president and director.

In 1929 he married Helen Ruth Flanagan. His step son is James J. Jones.

If Falk acted the great big executive that his activities indicate he could if he had the attributes of a stuffed shirt, his office would be something out of a Hollywood-Dali dream with all the accessibility of a bush league city official on a dull day.

The fact of the matter is, he doesn't even have a private office. His workshop is the corner of the S & W general offices on Berry Street. It is as private and colorful as a telephone booth in the Third and Townsend Station with a missing door glass.

**OFFICE SET-UP**

He works between two man-sized tables. He has only one telephone but three calendars and two memo pads. Behind him is the work and paper table with only a brief case and a closed shelf that contains what appears to be very technical and detailed statistical volumes. There are two charming family photographs on the table and a bronzed baby shoe. He also has red and black ink wells on the desk.

Obtaining an appointment with Falk is as difficult as the task of looking up the company's telephone number, twisting the dial, and asking the operator to put the call through. Such calls are not sifted by a bevy of secretaries. Apparently, he is competent to make up his own mind concerning such problems.

Reviewing Falk's career, one question becomes intriguing and apparent.

Why, one may ask, does an individual of his responsibilities, devote so much time to public service?

It is customary for men who have carved a considerable niche for themselves in the business world to be so filled with the importance of being successful that they have no time—or merely enough for lip service or the signing of a contribution check—for public service.

Then why does Falk make a career of public service?

Why does he attempt to help people

who have not done too well helping themselves?

Why does he attempt to give strength to the hopes and dreams of those thousands of faceless, inarticulate individuals who give a city life, whose collective efforts, if wisely directed, make a city great?

"Somebody has to do it," he says. "Lots of people need help. Maybe it is an impulse. It is not profit or glory. It may be fulfillment of a sense of duty, a feeling of satisfaction."

He has the theory that human beings are about all the same. He believes there are good "down and outers" and bad business men. He is convinced firmly that a general classification cannot be devised that covers every individual that puts each person in a definite place so the world may make an easy estimate of him and his worth.

**LUCK PLAYS PART**

"Luck," he says, "plays a great part in the game."

He terms himself just an individual trying to maintain a social balance.

"What does the fundamental law of our nation say," he asks. "That all men are created equal."

He does what he can to maintain that guarantee.

But his efforts to provide the Community chest with better funds, the school children with better schools and teaching methods, adequate funds for the city responsibilities for the care and feeding of its derelict citizens, does not mean that he is an advocate of governmental paternalism.

He is emphatic in his condemnation of the governmental philosophy of "cradle to the grave" supervision that would require a bureau's permission to be born, to live, and to die.

**GOVERNMENT'S SHARE**

Government should not interfere with the practice of free enterprise, he argues, but at the same time should attempt to relieve distress and misery. Those who benefit from government care should not be kept in idleness. But failure to provide for their needs will sow the seeds for destruction of the United States system of government, he believes.

"We have and require free public education," he says. "As a result, the people are better informed, their ideals are higher, their ambitions are inspired. But if they are denied the things government has taught them are right and reasonable, they will be

restless."

Basically, his philosophy requires that the people be given a reasonable opportunity to take care of themselves.

But he believes that much of work is better carried out by private agencies, directed by volunteers, rather than through governmental agencies. Government control would lead to wholesale regimentation, he contends. But, the individual must be given help necessary to maintain equal freedom presumed each man's right in a democracy.

This, and the record of his activities, once inspired the comment that his philosophy of social justice and welfare might cause the American Manufacturers Association to read out of the party on the ground might be one of those fellow travelers in disguise.

"To hell with the Manufacturers' Association," was his reply.

"There must be moderation," said. "Between the extremes there is a medium which is ideal for all concerned."

Which leads to the conclusion as long as there are men of the character and caliber who have energy to provide leadership, leadership is needed there is no need to worry about anyone's future individually or collectively."

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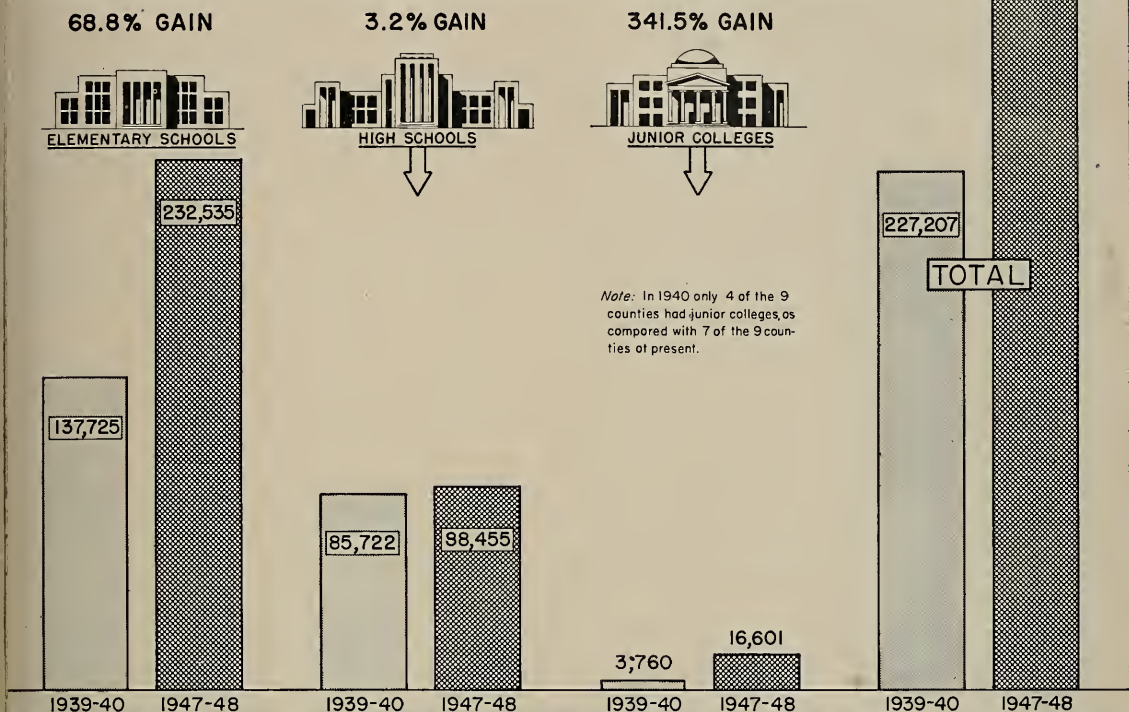
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# PUBLIC SCHOOL ATTENDANCE GAINS 48.6% IN BAY AREA SCHOOLS

1939-40 compared with 1947-48



Prepared by GRAPHIC RESEARCH SERVICE

Source: California State Department of Education - Bureau of School Accounts & Records

Prepared for BAY AREA COUNCIL

## School Attendance in Bay Area Gains Ten Times United States as a Whole

THE SAN FRANCISCO BAY AREA gained ten times the daily attendance of school children in the five to fourteen age group as did the United States as a whole in the eight year period between 1940-48, according to a special report on average attendance at Bay Area public schools issued today by the Bay Area Council.

One of the most unusual of the Council's economic series on the Bay Area issued to date, the nine county report shows a 1940-48 high record of 337,591 daily attendance in Bay Area schools, a 68.8% gain for the eight year period, contrasted with a 6.9% gain nationally in comparable U. S. school enrollment.

The overall increase in daily attendance in all Bay Area public schools was 100,000 for a gain of 48.6% to a 1948 daily school attendance of 337,591 as against 227,207 in 1940. This is about the same as that shown for Bay Area population growth in the 1940-48 period, amounting to 49.8% with a current population of 2,597,500.

At the same time, Bay Area junior colleges showed an average daily attendance of 16,601 for a record gain of 341.5% from the 3,760 level of 1939-40. High schools in the Area showed only a moderate gain of 3.2% in average daily attendance mark-

ing of 88,455 in 1947-48. Significance of gain in the Bay Area's school-going population is stressed in the Council's report as follows:

1. Bay Area buying market for children's wear, toys, youthful products, etc. is two-thirds larger than it was in 1940, and is ten times the U. S. average.

2. Bay Area school attendance gains show that the majority of newcomers to the Bay Area are in the younger, vigorous age groups of families with children. This also means a higher percentage of the population is of the working age.

3. The trend toward suburban life in the Bay Area is evidenced by in-

creased school attendance in outlying counties. San Mateo County shows four times the grammar school enrollment gain as does San Francisco County.

4. High schools and junior colleges will undoubtedly have to be expanded to accommodate the 94,810 new grammar school pupils who have not reached the secondary school level.

5. Growing popularity of junior colleges is proven by the 341.5% growth in attendance from 3,760 in 1940 to 16,601 in 1947-48. The G. I. Bill of Rights has helped to increase junior college attendance. There are now junior colleges in seven of the nine counties. Alameda and Contra Costa are the exceptions.

Contra Costa County showed the highest Bay county records in elementary school attendance gain over the 1940-48 period, rising 215% to 37,113 as compared with 11,769 in 1940. Contra Costa high schools also showed the largest Baywide gain, rising 82% to 10,233 daily attendance in 1948.

Alameda County showed the largest number of grammar and high school pupils in 1947-48 average daily attendance, with 67,256 in grammar schools and 27,478 in high schools

for gains of 53% and 5% respectively, over 1940.

Solano County showed the second highest school attendance gains percentage-wise with 11,919 elementary school attendants for a 168% increase. Marin County was third with 100% gain in grammar school attendance. The Marin Junior College showed a 283% gain to lead all seven Bay Area colleges in percentage-wise growth with 2,324 in average daily attendance for 1947-48.

San Francisco (City and County) had the second highest average in elementary schools, 46,878, but this was the lowest gain, 25%, among the Bay counties.

San Francisco City College, however, showed the highest daily attendance, 6,659, which was 105% greater than the comparable attendance in 1940. S.F. high schools actually decreased 15% in average attendance, moving to 22,674 pupils in 1948, from 26,624 eight years ago.

The report was prepared by Raymond Reeves, Council research director, with the cooperation of the California State Department of Education. It is available upon request to the San Francisco Bay Area Council.

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**Bay Area Council Honors Boyd as New Vice President-at-Large**

**E**LECTION OF FRANK E. BOYD, prominent Oakland civic and industrial leader, as Vice President at Large for the San Francisco Bay Area Council has been announced by William M. Hale, Council chairman.

Mr. Boyd is president of the Pacific Electric Motor Company, of Oakland, and is well-known for his participation in major civic and industrial activities of the Bay Area and northern California.

One of the Council organizers, Mr. Boyd has served as member of the Board of Governors for Alameda County and Vice-Chairman of the Council. He is also a member of the New Industries Committee of the Oakland Chamber of Commerce, of which he is a director; he is also a director of the United Employers Council of Oakland and of the Central Bank of Oakland.

**COUNCIL FORTUNATE**

Commenting upon Mr. Boyd's election as Council Vice President at Large, Mr. Hale said:

"The Council and cooperating organizations throughout the nine Bay county area are fortunate in having the public-spirited support and services of Frank Boyd in furthering the industrial and community activities of the Bay Area. As Vice President at Large, Mr. Boyd will be helpful in bringing about a greater degree of teamwork among leaders and organizations of the Area whose counsel and assistance are essential to the Council's area-wide program of development."

One of the pioneers in the electrification of California agriculture, Mr. Boyd was born in Germantown, Pa., and raised and educated in Brooklyn, N. Y. He was one of General Electric's first machinist apprentices, attending the Lowell Institute School for Industrial Foremen conducted by the Massachusetts Institute of Technology.

**STUDIED AT TECH**

After learning the elements of electrical and mechanical engineering, young Boyd headed Westward, spending an adventurous year working on Montana cattle ranches, helping build the Northwest route of the Chicago, Milwaukee & St. Paul Railway; and joining a survey party for the Washington Water Power Company in Spokane, Wash.

Rejoining General Electric in San Francisco as a salesman in 1910, he later became manager of the G E motor sales department. In 1928, after 23 years service, he resigned to become half owner and vice-president of Pacific Electric Motor Company, and part-owner and president of Resilient Terminals Company.

The latter firm pioneered development of the soft rubber electric plugs molded onto electric cords for all types

of electric appliances. Mr. Boyd arranged the sale of this business to General Electric Company.

Mr. Boyd's interest in the application of electricity to agriculture led



**FRANK E. BOYD, East Bay Industrialist and Civic Leader, Vice President B. A. C.**

1915, to the development of the electric motors used as an integral part of centrifugal pumps. Working with Byron Jackson Company, he tried out experiments in 1918 resulting in production of the first submersible electrical motors which are now common use by farms, irrigation districts and many industries.

**ELECTED PRESIDENT**

Elected president of Pacific Electric in 1943, he still holds this position. He has also been active in many industrial and electrical manufacturing organizations, serving as Chairman of the California State Committee on Electricity and Agriculture; Director, San Francisco Electrical Development League and the Pacific Coast Electrical Association; President and Director, San Francisco Sales Managers Association; the Electrical Motor Development Association of Northern California; Electrical Contractors Association of Alameda County and of the group for northern California.

A member of the Home Club of Oakland and of the Claremont Country Club, Mr. Boyd resides with his wife at 54 Sotelo Avenue, Piedmont. They have one son, Williams Evans Boyd, associated with his father in the Pacific Electric Motor Company. Their daughter, Muriel, now Mrs. John Longinotti, of San Jose, and grandchildren.

**Municipal Court Urged for Oakland**

The Alameda County Bar Association has recommended the establishment of a municipal court and the appointment of another police judge in Oakland, Cyril W. McCarty, announced recently.



# Modern Bus Yard for S. F. Municipal Railway

THE SAN FRANCISCO MUNICIPAL RAILWAY'S new Ocean bus yard, built at a cost of \$760,000 thus far, has been put in operation and is offering concrete evidence of what modern maintenance facilities can mean in effecting economies of labor and materials.

The new yard is the first major maintenance project to be put in service under the Railway's \$20,000,000 rehabilitation program. When the project is completed (an administration building is yet to be built and some additional grading and paving will be required), the total outlay will have been about \$900,000. The yard is planned ultimately to accommodate a minimum of 250 coaches.

San Franciscans who have been viewing the 483 new pieces of equipment received by the Railway during the past year have little conception of the tremendous "backstage" improvements that had to be accomplished at the same time in order to maintain this equipment in service. Most of the Railway's maintenance facilities were as out-dated as the old street cars that had to be replaced.

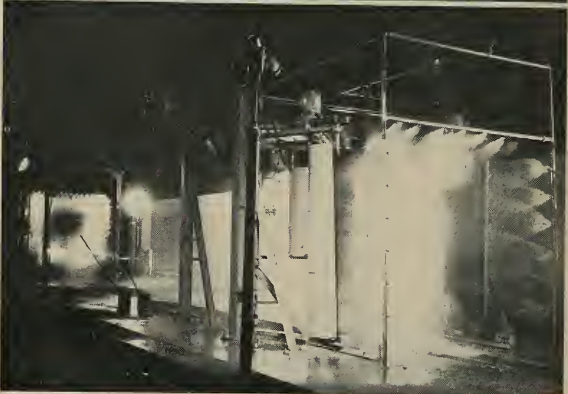
The plight was common to trans-

portation companies all over the country due to construction and replacement problems which lasted long after the war was over. San Francisco had an unusually acute case of railway doldrums, however, because of the city's purchase in 1944 of the Market Street Railway, whose properties were recognized to be in an extremely deteriorated condition even then.

The problem of integrating the two formerly competing railways and of rehabilitating the entire system has



P—Coaches stream through San Francisco's Municipal Railway's model maintenance yard completed recently. Buses enter from Ocean Avenue side (right), move through gas dispensary and shop building to wash rack at left and then to parking area behind the building. ABOVE—Photo shows what Railroad had to start with. The old Elkhorn "junkyard" had to be cleared before construction could start. Tracks were torn up, incinerator and small buildings removed and scrap was hauled away.



TOP Servicing of buses is done at night. Photo shows view of shop building with buses lined up over inspection pits. ABOVE—Bus washer at night with coach entering at left. Both spray units were turned on at the same time for picture purposes. In actual operation, the second unit would not go on until the bus was about to enter it.

been an extremely complex one. Thus far 11 lines have been converted from street car to motor coach and one line from motor coach to trolley coach. On July 3rd, five new trolley coach lines will be inaugurated, and four more street car lines be converted to motor coach. Two other bus routes will be extended.

Providing equipment and trained personnel to handle the new types of vehicles is only a part of this enormous job. One of the major problems that has been occupying railway engineers for the past two years is the provision for adequate maintenance facilities.

The new Ocean Yard provides the first realization of this phase of the modernization plan. It is one of the most modern bus maintenance yards in the entire country. Every installation has been planned to provide assembly-line servicing of coaches. This is how it works:

Utah—has boosted local shares of state-collected auto license fees. An additional \$772,383 will be divided among cities, town and counties from this source. Total allocation for the year is \$2,272,383—approximately \$4.54 per capita.



WM. H. SCOTT, Manager  
S. F. Municipal Railway

## GAS DISPENSARY

The four-lane Gas Dispensary is located at the entrance to the yard, and coaches stop here first for gas, oil, water and tire check. At the same time safety appliances are examined, and interiors are swept and disinfected.

## MAIN SHOP BUILDING

The next stop is at the Main Shop (Continued on next page)

**S. F. MUNI BUS YARD**

(Continued from page 9)

Building for daily brake and steering inspection. It is here too that the regular 2000 mile inspections take place. The four pits will hold two large coaches each. The pits are piped for air, gear oil, transmission oil, chassis grease and electric outlets and are illuminated by a line of fluorescent tubes built into the sides.

To provide easy access to the engines on certain types of buses, Railway engineers devised a movable bridging which supports the weight of the bus as it rolls over the pit and is pushed back on roller bearings after the bus is in position.

Outlet pipes on swivel joints with funnel attached may be swung into position to receive drainings. Waste engine and gear oils are directed into underground tanks equipped with pumps for disposal.

**BUS WASHER**

The last step in the daily "treatment" is the trip through the automatic washer, which has a double electric eye control to govern the two sections. The first unit sprays the bus thoroughly, and the vehicle may then be halted for manual scrubbing if necessary. The bus then moves into the second unit, which consists of a series of revolving brushes and high pressure water sprays. After the bus has been through the washer, it is parked ready for use.

**OTHER INSTALLATIONS**

There are a number of other installations which serve various purposes. These include a dynamometer, which allows the coach to be tested under road conditions without leaving



the shop; the wheel aligning indicator, which shows the degree of front wheel misalignment, if any; the parts cleaning room, which is equipped with a modern chemical vapor cleaner adequate to accommodate a complete engine; the steam cleaning unit, which includes a hydraulic lift and steam boiler for under-chassis cleaning; store room, which handles about 200 parts; tire shop; battery charging room; air compressor room; etc.

Ventilation in the shops provides a complete change of air every 10 minutes. Steam heating throughout the buildings, automatic sprinkler systems, electrically operated doors hoists wherever heavy lifting is necessary, and other labor-saving devices are among the features of the new yard.

View of shop building from upper terrace (facing north) The bus on hoist at the left is getting under-chassis cleaning by a steam hose. Buses right are in line for trip through washer.

**General Foods, John Deere Locate Here**

Culminating four years of negotiations by the Oakland Chamber of Commerce, the Alameda County Board of Supervisors and other groups, the General Foods Corporation has announced that construction of a multi-million dollar unit will begin within a "matter of days" on a 27-acre San Leandro site.

The initial unit, which will expand into a major operation of corporation's vast empire, will consist of a main manufacturing building of three stories and a single-story warehouse. The location is between Washington Avenue and Halcyon Drive near 143rd Avenue.

The buildings, for which Swinerton & Walberg Company, Oakland and San Francisco contractors have been awarded the contract will house the Maxwell House Division of General Foods and upon completion the operation of the Los Angeles plant will be shifted to San Leandro. Initial employment is expected to total 200.

Products to be manufactured in the San Leandro plant include the General Foods line of coffees—Maxwell House, Yuban, Bliss, Sanka, Kaffee Hag and the Jello desserts.

**TOY AND JUVENILE GOODS "At Home Week" Set For Sunday, June 12 thru Friday June 17**

Western Merchandise Mart exhibitors of toys, children's furniture and infants' goods will sponsor a special showing of new merchandise during an "At Home Week" to be held from Sunday, June 12 thru Friday, June 17. During this week the very latest in the several hundred lines of children's merchandise shown in the Mart will be on full display. Buyers throughout the West have been invited to attend this annual event, which is expected to attract an even greater attendance than

the successful first "At Home Week" held last year.

The Toy and Juvenile Goods "Home Week" exhibitors' committee consists of Ken Roberts, factory representative, as chairman; Jack H. Erens, of Pensick & Gordon, Inc.; Fr. I. Speckman, factory representative and Edward J. McKelvey, of C. Bergfeldt Corporation. This committee is actively engaged in making plans for the promotion of the event and for special activities during the week.

**CONCORD PLANS ANNUAL FIREMAN'S BALL FOR WIDOWS AND ORPHANS**

CONCORD—Residents who have made donations to the Concord Firemen's Women and Orphans Fund are preparing for a big evening Saturday, April 23rd.

On this date the community will take part in the 24th Annual Fireman's Ball, to be held at the Masonic Temple from 9 p. m. to 1 a. m.

Admission to the affair will be by invitation only, with invitations being given to those who make a donation to the Widows' and Orphans Fund. The dance is being sponsored by the Mt. Diablo Firemen's Ball and Relief Association. William W. Wier is chairman for the dance, with members of the Association serving on the committee. Sigmund Schuler is president of the organization.

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# Second Pipe Line Placed In Operation!

**A**N ADDITIONAL 50,000,000 GALLONS OF WATER poured into the East Bay water system on Wednesday, April 28, as K. L. Hamman, president of the East Bay Municipal Utility District, opened a valve during ceremonies at the Orinda Filter Plant to place the \$21,700,000 second Mokelumne Aqueduct into active service.

Representatives from all sections of the Utility District assembled at the eastern terminus of the new aqueduct to witness the arrival of the water from Pardee Reservoir, 94 miles away. Gerald Hagar, attorney and member

of the Citizens' Water Bond and Sewerage Bond Committee which served as chairman of the 1946 bond election, presided at the luncheon following the ceremonies. Hagar introduced Charles P. Howard, the principal speaker of the day and general chairman of the Citizens' Committee, who outlined the importance of the project in terms of community growth and development and reviewed the critical water problems that existed prior to the formation of the Utility District in 1923. Howard stressed the success of the publicly owned utility throughout the years in constantly providing an abundant water supply for the large East Bay area which it serves.

K. L. Hamman spoke briefly on the rapid growth of the area which saw average daily consumption soar from 4 million gallons in 1940 to 107 million gallons at the close of the year as the population within the District jumped from 525,000 to over 700,000 in the same period. This was the expansion plus the large post-war residential and industrial development of the area required the immediate construction of a second aqueduct from Pardee Reservoir to the East Bay.

The new line, costing \$21,700,000, being financed from the proceeds of a \$12,000,000 bond issue approved by the voters at the election of November 1946 with the balance to be met from reserves and operating revenues of the District. Construction was started in 1946 and rushed to completion in time to meet the heavy water demands of the coming summer. Designed to deliver 50 million gallons per day by gravity, this flow can be increased as required to 115 million gallons by adding two pump-out plants to the line. The combined



**GERALD H. HAGAR, Citizen's Water Bond and Sewerage Bond Committee, Chairman of luncheon ceremonies.**

capacity of both aqueducts is in excess of 210 million gallons—or more than double the present average daily water consumption.

Despite continually rising prices throughout the construction period, the entire project has been completed within the original cost estimate.

The ultimate need for a second aqueduct was foreseen by the original planners of the Mokelumne System and a 100-foot right of way between the East Bay and Pardee Reservoir was acquired to permit the construction of a parallel pipeline. Similarly, all outlets and tunnels which could not be later enlarged economically were built to maximum capacity at the time of the construction of the original project which was completed in 1929. The present project, therefore, involved the construction of 81



**Officials of East Bay Municipal Utility District and distinguished guests enjoy complete barbecue luncheon at beautiful grounds of Orinda Filter Plant. Gerald H. Hagar who had actively aided successful campaigns to float bond issues for construction of projects, served as chairman and introduced outstanding officials and guest speakers.**

miles of new pipeline as compared to a total aqueduct length of 94 miles.

With the exception of one short section, the new line is approximately 5½ feet in diameter and is constructed of welded steel pipe and steel cylinder reinforced concrete pipe. The new aqueduct is buried in the ground for all of its length except the 10½ mile crossing of the soft delta lands west of Stockton. In this area, the pipe is carried above ground on specially designed pile-supported steel bents and cradles. All steel pipe has been lined

with ½-inch of cement mortar to prevent corrosion and reduce friction losses. Outside surfaces are also mortar coated where buried in the ground and aluminum painted in the section where the aqueduct is carried above the surface.

Completion of the important project assures the residents of the East Bay of an abundant water supply to meet present requirements and provide adequately for the continued growth and development of the area for many years to come.

## Brief History of Utility District

**T**HE ORGANIZATION of the East Bay Municipal Utility District was authorized by the voters of nine East Bay cities at a special election on May 8, 1923. The decision to form a publicly-owned agency to supply water to the area was brought about by a serious water shortage in 1918 and the constant threat of a repetition of this shortage. By this time it had become apparent that the runoff from the local watersheds was not adequate to safely meet the requirements of the steadily growing communities and that an additional source of supply must be developed.

The Municipal Utility District Act, passed by the State Legislature in 1921, had paved the way for the formation of such a district and provided in general that utility districts could be formed to embrace residence of more than one county and could include both incorporated and unincorporated areas. Such legislation was necessary to permit the formation of a public agency to serve the several

cities and unincorporated areas of the East Bay, located in section of both Alameda and Contra Costa counties.

Immediately upon completion of the legal organization of the District on May 22, 1923 the elected Directors selected the late Arthur Powell Davis as Chief Engineer and General Manager, and engineering forces were promptly placed in the field to undertake a comprehensive survey of possible available water supply sources. These findings were reviewed by an engineering board composed of Mr. Davis, the late George W. Goethals who had been chief engineer of the Panama Canal; and the late William Mulholland, at that time Chief Engineer of the Bureau of Water Works of the City of Los Angeles. Nine possible sources were considered by this board who recommended the Mokelumne River as the most feasible for the East Bay cities. The selection was based on the excellent quality of

(Continued on next page)

**SECOND MOKELUMNE PIPE LINE IN OPERATION**

(Continued from page 12)

the water, the quantity available, the speed with which the project could be brought to completion, and the low cost of construction as compared with other projects considered.

In general the proposed project consisted of the construction of Pardee

System removed the possibility of a repetition of such a crisis.

The single aqueduct constructed at that time was more than adequate to meet the requirements of the day and as new areas annexed to the Utility District and the population increased,

**ABOVE GROUND CONSTRUCTION OF MOKELUMNE LINES**

Photo shows part of 10½ miles of pipe line crossing soft delta lands west of Stockton where pipes are supported on specially designed pile-supported steel bents and cradles. Pipes are aluminum painted where carried above ground.

Dam and Power Plant on the Mokelumne River some 40 mile northeast of Stockton; the construction of 9 miles of concrete lined tunnels; the installation of 85 miles of steel and concrete pipe, together with the erection of the Walnut Creek and Lafayette pumping plants; Lafayette Dam and other miscellaneous structures. Financed from the sale of bonds totaling \$39,000,000 which had been approved by the resident of the District in 1924, the project was completed in 1929. The first waters from the Mokelumne arrived in the East Bay area on June 23, 1929 at a time when the local reservoirs were critically low, with only a few days' supply remaining in several of the storage basins. It is difficult to estimate the far-reaching effect of a water famine in the East Bay had not the new supply been made available at this critical time. Completion of the Mokelumne

the capacity of the aqueduct was increased by first placing the Walnut Creek Pumping Plant in operation and later in 1945 by adding the Bixler Pumping Plant near Brentwood. However, the rapid growth of the area during the war years increased at such a rate that it became necessary to supplement the Mokelumne water with heavy drafts from the local reservoirs. War-time restrictions and shortages of materials made it impossible to construct the badly needed 2nd Aqueduct during the war period but it was apparent that such a project would have to be undertaken as soon as possible after the war. Accordingly, construction of the new line was started in 1946.

Procedures for inter-service transfer of reserve officers have been established by the Armed Services Personnel Board.

**EFFICIENT RICHMOND POLICE****Capt. Earl L. Fitch, R. P. D.**

THE city of Richmond is a strong believer in sending qualified police department personnel to police training schools. Captain Earl L. Fitch of the Traffic department is no exception. During his seven years with the department, he has attended nine schools including an intensive five months course at the Northwestern University Traffic Institute. Also after duty hours he did four months practical training with the traffic departments of San Francisco and Oakland.

Fitch was appointed to the department in March, 1942, and his first assignment was with the patrol division. In 1944, he was transferred to the traffic division and in March, 1945, he was appointed sergeant in charge of the Accident Investigation Bureau.

He was promoted to acting lieutenant in charge of the reorganization of the traffic division in August, 1948 and five months later received his promotion to captain of Traffic.

Fitch was born March, 1912, in Freewater, Oregon. He attended schools in Oregon and Washington and graduated from Westwood, Calif. in 1930.

He moved to Richmond that year and in the fall he enrolled at the University of California. After two years on the Berkeley campus he left for his first employment.

That first employment was an inspector at the Richmond Ford Motor Plant. Some five years later he joined forces with Standard Oil and was employed there until his appointment

**CAPT. EARL L. FITCH**  
**Richmond Police Department**

to the Richmond police department.

Tribute should be paid to Fitch for the outstanding work he has done clearing up many of the hit-run cases in Richmond. It was not an easy task to track down the hit-run drivers but it was his responsibility and not only did he fail to display superior workmanship.

**Capt. Charles E. Brown, R. P. D.**

CAPTAIN CHARLES E. BROWN of the Richmond, California police department, like so many of his fellow workers in the department, is a definite asset to the city.

At present Brown is in charge of the Records and Service Division and prior to that he was for one year Coordinator of Public Safety under the department.

A resident of the Antioch area all his life, Trembath was well-known as a competent supervisor of the city manager.

He was appointed to the police department in December, 1942. His first assignment was as a patrolman and

demolition in Washington, D. C. Shortly after his return he was promoted to sergeant. One year later he was promoted to lieutenant and was placed in charge of the identification bureau. And in January, 1949, was promoted to his present rank.

Brown was born in Ogden, Utah just a few months prior to this country's entry into World War One. He is a graduate of Ogden High School and attended Weber Junior College. He later joined the navy and before four years were up he was crown division welterweight boxing champion.

He was discharged in 1938 and immediately made Richmond his home. His first employment in this area was at the Selby Refinery and later was Standard Oil Employee.

In 1940 he successfully qualified as a mail clerk and carrier and two years later received his appointment to the police department.

He and his attractive wife, Fay, the two children, Gary and Beverly, both attending Grant School, live in the east of Twenty-Third north of Madison district.

**CAPT. CHARLES E. BROWN**  
**Richmond Police Department**

after eight months was transferred to the Identification Bureau following an extensive course in fingerprinting and photography.

He was selected after a competitive examination to take courses in law enforcement at the F.B.I. National Academy.



## 4,000,000 of New Construction in Oakland Harbor Area in 1948

INDICATING CONTINUING GROWTH and expansion nearly four million dollars worth of construction was carried out in the harbor area of the port of Oakland during the year 1948 by the Board of Port Commissioners, private industry and other agencies, it was revealed today by Claire V. Goodwin, president of the Board.

Largest items of construction undergone by the Port were the reclamation of approximately 200 acres of land in the San Leandro Bay region which was three quarters completed during 1948 and several building projects made necessary by the construction of the new Eastshore Freeway.

A considerable amount of the construction within the Port area was accomplished by private companies at their own expense either on their own land or on property leased from the Port.

During the year the East Bay Municipal Utility District began the construction of an interceptor sewer which is to extend from the Oakland Municipal Airport to the Outer Harbor area where it will connect with a disposal plant and an outfall sewer also being built.

Other large construction projects are completed by the Board of Education, the Civil Aeronautics Administration, the Naval Air Station at the Oakland Airport, the West Coast Fast Freight Company, the California Wire Cloth Corporation and the Pacific Drydock and Repair Company among others.



**CLAIRE V. GOODWIN, President  
Oakland Port Commissioners**

New York—Legislators passed a bill authorizing state low-rent housing loans of \$300 million to local housing authorities, in addition to the present \$435 million program. The bill will be submitted to a referendum in the fall.

THE American Fuchsia Society has agreed to sponsor a fuchsia garden in Lakeside Park, according to Nat Levy, president of the Oakland Park Board of Park Directors.

In accordance with a resolution adopted by the fuchsia society and submitted to the Board of Park Directors by John Paul Edwards, president, the horticultural group agrees to "extend their fullest aid and sponsorship to promote this splendid project, and that it shall be their aim to make this fuchsia garden the finest and most complete in the United States.

Levy said that the fuchsia garden will be incorporated into the plans for development of the Lakeside Park trial and show garden which will include displays of Camellias, Azaleas and Rhododendrons.

New York—The legislature passed a bill permitting cities to use their condemnation powers to acquire sites for the private development of public parking garages and parking lots. The bill still must be approved by the governor.

Wisconsin—voters this month approved a constitutional amendment permitting expenditure of funds from a special state liquor tax for veterans housing. Legislators had approved the amendment previously. The state is now free to allocate some \$8 million proceeds from the tax to local housing authorities.

## Maurice Moskowitz Bay Area Civic And Political Leader on S. F. Board

A SUCCESSFUL REAL ESTATE operator with offices at 64 Sutter Street, San Francisco. He is well known in San Francisco for his many works of charity. He has been a civic leader for many years. A draft board member during World War II, and is presently acting as such. He is also a member of the Adult Probation Board of the City and County of San Francisco, which is appointed by the Superior Court.

He makes a hobby of devoting 95 per cent of his time to helping any deserving person who requests his aid. Maurice is one of those rare human beings who can only see the good in his fellowman. This quality has caused him to devote so much of his time to helping unfortunate people who have become involved in trouble of one kind or another. He truly lives the Golden Rule.

He has been active in San Francisco politics for many years, having been campaign director in many successful campaigns.

He is married and has three children, a daughter Gertrude and the twins Leonard and Alfred.



**MAURICE MOSKOWITZ, Member  
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# Story of San Francisco's Water Supply

## Part Two — San Joaquin Pipe Line

L. W. STOCKER, Senior Civil Engineer  
Utilities Engineering Bureau

*Editor's Note: The following article is the second of four dealing with the water supply of the City and County of San Francisco. Together these articles provide a complete picture of the scope of this vast undertaking.*

ONE OF THE LAST UNITS of the Hetch Hetchy development to be built was the pipe line crossing the San Joaquin Valley. This pipe line begins at the west portal of the Foothill tunnel, which is about 15 miles east of Oakdale and runs to the Tesla portal of the Coast Range tunnel, which is about eight miles south of Tracy. The pipe line is 47½ miles long, and varies from 56 inches to 66 inches in diameter, averaging 58.5 inches. The pipe line delivers 62 million gallons of water daily.

The thickness of the steel plates used in manufacturing the pipe varies from 5/16 to ½ of an inch. The maximum pressure in the pipe is 235 pounds per square inch. The contract for this pipe line was awarded in May 1931 and the work was completed in September 1932. The pipe line was formed in the shop by rolling the plates and then welding the seams, making cylinders 5 feet in diameter and 30 feet long. These cylinders were then immersed in a bath of hot asphalt which resulted in an asphalt coating of ⅜-inch thickness adhering to both the outside and inside of the pipe.

In 1934, when the first Hetch Hetchy water was delivered, the daily consumption was 50 million gallons and but little water was needed from Hetch Hetchy. Today the consumption is 101 million gallons a day, more than twice the 1934 figure, and the present San Joaquin pipe line is being used to its capacity. In fact not enough water can be brought into the bay region to make up for the series of six successive years of less than normal rainfall that have just occurred in this area.

The need for another pipe line at about this time was known many years ago, the exact time of construction being dependent upon the rapidity of increase in water consumption and to a lesser degree upon the yield of the local sources. Two years ago it was plainly evident that additional water would be needed by the time the pipe could be installed and in November 1947 a request for a twenty-five million dollar bond issue was put on the ballot and passed by the voters.

The preliminary work had already been done, detailed work of preparing the plans and specifications was started

immediately and the contracts for the construction of two sections, totaling 32.3 miles, of the Valley Pipe Line No. 2 were awarded on August 23, 1948.

The new line will be 61 inches in diameter. Bids were taken on two very different classes of pipe which were considered equally acceptable. One is plate steel pipe ⅜ to ½ inch thick, with welded seams, with a cement mortar lining ½ inch thickness, and a cement mortar jacket ¼-inch thick. The other is steel cylinder reinforced concrete pipe, in which the weight of steel per foot for the same length is about the same as in plate steel pipe, but the steel is in the form of a thin welded cylinder surrounded by a cage of reinforced bars, all imbedded in concrete with a total thickness of 6¼ inches.

For one section of the line, 21.5 miles long, the lowest bid was for plate steel pipe; for the other section, 10.8 miles long, reinforced concrete pipe proved cheaper; and the contracts were awarded accordingly for the different kinds of pipe.

Two more contracts, for a total of 15.2 miles of pipe, will be awarded later to complete the Valley crossing. A cross connection to the existing line No. 1 will be made to permit placing



JAMES H. TURNER  
Manager, S. F. Public Utilities

a part of the new line in service before the whole line is complete.

An additional 20 to 25 million gallons daily of Hetch Hetchy water thus be obtained early in 1950, at the completion of the new line bringing the total possible delivery from the mountains up to about 140 million gallons daily.



VICTOR S. SWANSON, Member  
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## Oakland Airport Operations Third Highest for Nation Says Standard

JANUARY, 1949, OPERATIONS FIGURES for the Oakland Municipal Airport were third highest in the United States, according to R. M. Douglas, Oakland district manager of Standard Oil Company of California, at dedication ceremonies held on April 25 at the Oakland Municipal Airport of new aviation gasoline storage and dispensing facilities installed by Standard.

Douglas said:

"Primarily because of the rapidly expanding east bay industries and the growing population future traffic should show further gains. Because of this my company has made an additional investment of approximately \$25,000 and added 70,000 gallons of

new storage at the Airport to enable us to serve existing and future demands."

Participating in the opening ceremonies were Claire V. Goodwin, Clifford D. Allen, President and Vice President of the Oakland Board of Port Commissioners; A. H. Abel, Port Manager and Chief Engineer, Port Oakland; J. G. Bastow, assistant port manager and assistant chief engineer of Port Oakland; Guy M. Turner, a port superintendent; Howard W. Dorf, manager of the aviation department of the Oakland Chamber of Commerce; Orvis M. Nelson and C. Ray Elsmore, President and Vice President of Transocean Air Line and Hunter Manson, United Airlin

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# Construction Views of Valley Crossing

(See Story on Opposite Page)



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**S**UPPORT IN A campaign to recover \$250,000,000 in city and county tax funds that should be collected on buildings and lands now federally owned throughout the nation was announced by the Redwood Empire Association.

The Association will intensify its campaign in behalf of recent presentations in Washington, D. C., by representatives of the National Association of County Officials, designed to reimburse the cities and counties for this lost money.

Under authorization by its Supervisors Unit the Redwood Empire Association has been working for years with such organizations as the California Association of County Supervisors, the National Association of

County Officials and others to achieve this return of tax money from the federal government. NACO figures show that nearly half of all the lands in California—48.65 percent—and more than half of Oregon—53.92 percent—are federally owned. The annual tax return for California under applicable rates would be \$34,979,103 and \$4,965,100 for Oregon, says NACO.

The Redwood Empire Supervisors Unit has also authorized the Redwood Empire Association to continue its campaign in opposition to the Gahagan-Douglas Bill, which calls for federal acquisition of huge acreages of redwood forest and other lands in various Redwood Empire counties.

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## Letters to the Editor

Editor:—

The San Francisco Call-Bulletin cordially requests the pleasure of your attendance at the National Finals of the Seventh Annual Hearst Newspapers' Tournament of Orators at Marines' Memorial Theatre 609 Sutter Street the afternoon of May nineteenth, Nineteen hundred and forty-nine at two-thirty o'clock.

Dear Mr. Allen:—

Thank you so much for the copy of the Official Blue Book and the Municipal Directory issue of the City-County Record for use by the American Cancer Society.

Sincerely,

Merle Scott, Campaign Director

Editor:—

Very many thanks for the wonderful display you have given the announcement of the opening of our Oakland office. The readers of the City-County Record are the type we particularly wished to reach.

Yours sincerely,  
Eric Cullenward.

Editor:—

I am in receipt of your March issue of the City-County Record. I wish to thank you very much for the kindness extended to me.

Very truly yours,

George B. Gillin, Superintendent

Editor:—

The Commandant Twelfth Naval District requests the pleasure of your company at an invitational showing of original combat art at the United States Navy Department, "Operation Palette", Sunday the first of May at two o'clock, The Veterans War Memorial Building, San Francisco.

Editor:—

The new format of the CITY-COUNTY RECORD, the magazine of this fine paper, and you are to be congratulated not only for the manner in which the CITY-COUNTY RECORD is compiled, but for the outstanding civic contribution you are making through its columns for the development of the Bay area.

Sincerely,

T. Louis Chess, General Passenger Agent, Southern Pacific Company

Editor:—

Please accept the sincere thanks of the officers and members of the organization for the great assistance you gave us as Chairman of the Evening at our recent installation of officers. Under your direction with District Attorney Pat Brown as installing officer and City Attorney Dion Holm with Judge Herman Van der Zee as honoraries, the exercises were a complete success. The support you and your outstanding City-County Record has given to us will always be appreciated.

Sincerely

Jack Silvey, President, Bernal Progressive Club Inc.

Mr. George Allen, Editor

City-County Record

Dear Mr. Allen:

We are planning to send out Municipal Railroad information bulletins from time to time, and hope they will be of interest to you.

Congratulations on your new format. It is very attractive, and always look forward to getting your magazine.

Adeline Svendsen, Bureau of Public Service  
City and County of San Francisco  
Public Utilities Commission

(Continued on page 21)



## Swiss Government Officials View San Francisco-Oakland Airports

A GROUP OF PROMINENT SWISS government officials arrived in the San Francisco-Oakland Bay Area recently aboard a Trans World Airline Constellation from Zurich to inspect airport facilities here.

In the party were Jacob Heusser, President of the Canton of Zurich; Jacob Kaegi, president of the Department of Public Works, Zurich; Adolf Schinger, Mayor of the City of Zurich; Dr. Ernst Altorfer, Civil Aeronautics delegate in the Swiss Parliament; and H. J. Lowenthal, TWA Station Manager at Zurich and Geneva.

Mayor Elmer E. Robinson of San Francisco placed his official car and chauffeur at the disposal of the dis-

where they were greeted by A. H. Abel, Port Manager and Chief Engineer of the Port of Oakland; Howard Waldorf, managed of the aviation department of the Oakland Chamber of Commerce, and Guy M. Turner, superintendent of the airport.

Purpose of the trip to the Bay Area



tinguished foreign visitors and arranged for a tour of San Francisco and the San Francisco International Airport for the group. They were officially welcomed for Mayor Robinson and City Attorney Dion Holm at City Hall.

Following their visit to City Hall, the Swiss officials were guests at a luncheon tendered by the Swiss Consul General in San Francisco, Dr. Hans Max Huerzeler and the afternoon was devoted to an inspection of the airport under the direction of Airport Manager Mike Doolin.

The morning was devoted to inspecting Oakland Municipal Airport

was to gain information for the new Swiss international airport at Kloten air field, Zurich. TWA is the only airline which offers direct one-carrier service from the Bay Area to Switzerland, serving both Geneva and Zurich. Using TWA Constellations it is possible to fly from San Francisco-Oakland to Switzerland in little more than a day.

The photo shows the group inspecting the Air Route Control Center of the CAA at Oakland Airport: front, V. P. Bourg, senior CAA air route traffic controller; left to right, Dr. Altorfer, President Heusser, Mr. Kaegi; and rear, A. H. Abel, Oakland port manager.

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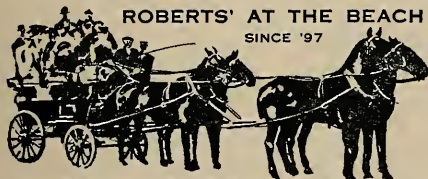
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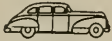
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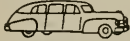
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# **San Pablo Sets Vote on Recall**

Election on Action Against 4 Council Members June 1

Date of the recall election against our members of the San Pablo City Council members of the San Pablo City Clerk Gertrude Yurko reports.

The recall petition has been filed against Mayor J. H. Crawford, who was recently elected for a second term to head the city government; George S. Tanby, James B. Todd and Ben Yacorzynski.

**T**WENTY-TWO employees of the East Bay Municipal Utility District received service pins during the last three months of 1949 denoting their period of service with the District and its predecessors, it was announced by John S. Longwell, Chief Engineer and General Manager.

Of this number, eleven had service anniversaries in January, nine in February and four in March.

Pietro Cornacchia with 45 years of service was honored at the Old Timers' dinner held in January. One employee, John Firpo, received his pin for 35 years of service; while Ernest Bonino, Giuseppe Cavestri, Frank Magnaro, W. J. LaFranz and A. J. Sparrow, received their pins for 30 years. Twenty year pins went to F. D. McGhee, T. L. E. Haug, Gladys M. Cott, Catherine P. Kentra, Lorain

Cobb, Lawrence Gianinni, and John B. Reynolds.

J. M. Larsen and A. R. Martin received their pins for 15 years of service; while A. M. Olson, J. A. Frazier and Melvin H. Kemp have been with the District for 5 years.

All employees with 25 years of service or over have been with the District since its formation in 1923 and many possess long service records with predecessor organizations serving water to our East Bay cities. Pins are awarded each month on the basis of five years of service to all employees whose anniversaries occur that month.

**F**EDERAL Judge Louis E. Goodman has been appointed chairman of the Attorneys Division for the \$2,750,000 Jewish Welfare Fund campaign now being conducted through May, Lloyd W. Dinkelspiel, Fund president announced.

Major objective of the 1949 campaign, said Judge Goodman, are emptying of the Jewish DP camps of Europe, emigration into Israel of at least 250,000 refugees, and resettlement in the United States of a minimum of 25,000 homeless Jews. The Fund also support 50 other local and national agencies aiding Jewish welfare, religion, health and education, said Judge Goodman.

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**Police, Fire Pensioners Unite**

Organization of an Oakland Police and Fire Pensioners Association has been instituted with Charles F. Jones retired fireman, named as President of the group.

Other officers are: George Powers, vice president; Arthur King, secretary-treasurer; William Shaffer, James Byrnes, Otto Engdel, George Pardee, C. O. Pratt, Cyrus Briggs, William McGarth, Arthur Gibson, Marjorie Trasher, Marguerite Jones and Vera Gushe, directors.

**Delay Urged In  
Garbage Study**Alameda Asked to Wait for Results  
Of State Survey

Recommendation that Alameda County's proposed garbage disposal survey be delayed pending the outcome of a current study of the same subject by the State has been made to the board of supervisors by the county's advisory garbage study committee.

The committee called attention to the fact that legislation has been introduced in Sacramento by Senator Arthur H. Breed Jr., calling for a State study of the garbage disposal question, and urged that the county survey be postponed to avoid duplication of effort.

**Juvenile Hall Contract Let**

A contract for the construction of the first unit of the new Contra Costa County Juvenile Hall in Martinez has been awarded to the San Francisco firm of Hass &amp; Rothschild, the board of supervisors announces.

It calls for construction not exceeding \$489,400, with work scheduled to start when a \$250,000 grant is received from the State. An \$83,300 wing for dependent children and a boys' unit costing \$87,000 will not be included in the first construction.

It is estimated the completed building will cost \$850,000.

**Oakland Plans Sewer Work**Action Taken to Extend  
City's System

Initial steps have been taken by Oakland city officials to bring sewers to a large portion of the residential area north of Mountain Boulevard, adjacent to Broadway Terrace, at an estimated cost of \$124,569.50, City Engineer Walter N. Friksstad has announced.

The sewers are to be installed under competitive bidding, with the cost to be assessed to properties benefitted. The area is now serviced by septic tanks which have brought numerous complaints of unsatisfactory performance, Friksstad pointed out.

Nebraska—provided that insurance companies with capital and surplus of more than \$5 million can invest up to 25 per cent of the total in construction of moderate rental housing. Projects must have at least 50 units.

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**LETTERS TO THE EDITOR**

(Continued from page 16)

**CALIFORNIA LEGISLATURE**  
Senate

Dear Mr. Allen:

Enclosed is a copy of the Senate Daily Journal for May 10. You will note on Page 1756 that you were unanimously extended the privilege of the floor.

Whenever you are in Sacramento, please feel that you are welcome in the Senate Chamber. If I can be of any service to you, kindly let me know.

Kindest regards and best wishes.

Sincerely,  
Gerald J. O'Gara  
Senator from San Francisco

**THE CAYUGA IMPROVEMENT ASSOCIATION**  
Geneva Terrace, San Francisco

Dear Mr. Allen:

The Cayuga Improvement Association is to hold its annual installation dinner on June 4th, and wishes to invite you to be "Master of Ceremonies", at the New Colma Cafe, 7379 Mission Street. Two reservations have been provided for you, and we do hope that you can be present.

Yours truly,  
Mr. H. L. deSurville, President

**OFFICE OF THE COMMANDER, WESTERN SEA FRONTIER**  
Editor:

Thank you very much for the copies of the March 1949 City-County Record.

I appreciate the excellent article which appeared regarding the Bay Area Real Estate Research Committee's first report. I can only reiterate what I told you on the phone the other day—"my sincerest thanks."

Sincerely,  
RAYMOND REEVES,  
Director Research, Bay Area Council

Editor:

Congratulations on the "new" City-County Record. The format is a great improvement over the old one, and you still have kept all the interesting features which make the magazine so valuable.

Long may it continue to serve.

Regards,

WILLIAM J. LOSH  
Lee & Losh.

Editor:

Please accept my sincere thanks for the publicity given me in the City-County Record.

Both articles were well written and provoked considerable comment from various sources.

With kindest regards and best wishes, I remain,

Sincerely yours,  
JOHN F. FIRA,  
Acting Postmaster, United States Post Office

Editor:

The January-February edition of your City-County Record is such an excellent job that it calls for a note of congratulations. The new size is much handier and the use of color is very effective.

Very Truly Yours,  
BILL SIMONS,  
Secretary S. F. Park Commissioners

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### Facelift for S. F. Backyards City Planning Schedules Yardville Project

THE San Francisco City Planning Committee has agreed to assume joint leadership with the San Francisco Planning and Housing Association of a project tentatively called "Yardville, San Francisco." The purpose of the project is to improve living conditions in some of the older areas of the city through a better utilization of back yards, to get the children off the street by providing play areas and to promote community understanding among the residents of the same city block.

How these purposes are achieved will depend upon the wishes of the property owners in any block which undertakes the project. The goal can be attained by removing the wooden fences now enclosing most San Francisco back yards, replacing them with low wire fences where the residents wish to retain fenced yards, landscaping the backyards of an entire block according to a common plan and encouraging the residents to plan and do much of the actual work together.

The basic idea originated in Philadelphia under the sponsorship of McCall's Magazine. It is spreading to other cities throughout the country with local Junior Chambers taking an active part in many places. Initial work on "Yardville, San Francisco" has been undertaken by a sub-committee whose members are Albert Moorman, chairman, James Carroll, Peter Forrest, Richard Keegan, Theodore Moulton and Howard Oser. Investigations are now being made to locate one block where all the property owners will agree to join in the program. After one block willing to serve as a pilot project has been developed, a city-wide program will be launched with representatives of all interested civic groups uniting to get other blocks to create their own "Yardvilles."

### Mrs. Grady Is Honored

Mrs. Henry F. Grady, wife of the U. S. Ambassador to Greece and former president of the San Francisco Chamber of Commerce, has been proclaimed an honorary citizen of Athens, according to an announcement by the U. S. State Department.

Mrs. Grady is the first woman to be so honored in the more than 2,500-year history of the Greek capital. The honor was made in recognition of her work in the cause of Greek independence and freedom.

### Oakland Studies Vacation Change

A request by Oakland city employees for vacations of fifteen working days instead of the present fifteen calendar days is under investigation by City Manager John F. Hassler. The change is requested for employees who have more than ten years service.

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## OAKLAND COPS GET PLAUDITS FROM "MAC"

In his popular column "Memo from Mac" which runs in the San Francisco Call-Bulletin, Jack S. McDowell recently tossed a bouquet to Oakland's "Finest" as follows:

"Host in Blue Coat

A FRIEND OF OURS went over to Oakland to take in the recent big flower show. As she and her family were leaving the auditorium, an Oakland policeman—on duty at the door—asked:

"Going home now?"

Our friend, a mite puzzled at the question, replied that she was. She added that it had been a "beautiful show."

The policeman beamed.

"Thank you," he said with civic pride blossoming out all over him. "Thank you very much."

Some cops are employed by a city. Others are part of it! It is the experience of the Editor of the Record that this compliments is well deserved.

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## Oakland Airport Greets Planes With Beautification Program

PLANE PASSENGERS AT THE OAKLAND MUNICIPAL AIRPORT will be greeted by a profusion of semi-tropical flowers in about a month when William Penn Mott Jr., Oakland superintendent of Parks, completes a beautification program in the vicinity of the airport passenger terminal buildings, it was announced by Claire V. Goodwin, president of the Oakland Board of Port Commissioners.

Goodwin said that Mott has informed the Board that park department workmen will launch the work about two weeks, and should complete it in about 30 days. The work will be carried out by the park department in return for use of a triangular piece of Port property on Third Avenue and East Seventh Street for five years as a temporary corporation yard pending the establishment of a permanent department yard elsewhere.

Mott said that an effort will be made to maintain a mass of color at the Airport all year, and to carry out a rotation of blossoms such as in the Oakland city hall plaza. Tulips, daffodils, chrysanthemums, and other flowers will be used to maintain the colorful atmosphere.

"The Airport is one of the main gateways to the city at the present time, and everything should be done to give passengers coming to the bay area a striking initial impression of the community," Mott said. "Special arrangements are being made for the enclosure on the field side of the Passenger Terminal and International Terminal Buildings through the use of potted and tubbed materials. Vines will be utilized along the passenger canopy leading from the passenger lobbies of the two buildings to the various airplane loading gates. Among the plant materials to be used will be clematis armandi and hardenbergia."

Mott plans to use his entire planting crew of from 8 to 10 men and full equipment. He said any incidental construction, such as pouring cement or installing sprinkler systems, if needed, will be carried out by the Port.

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## Bay Area Counties Rank High as Telephone Communications Center

**T**OP-RANKING POSITION of the San Francisco Bay Area as one of the nation's leading telephone communications centers is borne out by a Bay Area Council study showing approximately 38 telephones for every 100 residents of the nine Bay counties, or nearly one and one-half times the number of telephones (26) listed for every 100 United States residents.

The Council revealed these figures today in assembling data proving the important role of telephone installations in Baywide business and residential development. The report shows a Bay Area total of 975,740 telephones on January 1, 1949, again of 162,201, or 20% more than at the beginning of 1947.

The Council study also discloses for the first time that San Francisco has held the national record for telephone per capita for the past eight

years since 1941. There were 52.9 telephones for every 100 San Franciscans on January 1, 1949. With a 1948 rate of 47.7 phones per 100 residents, San Francisco headed all the American cities throughout the 48 states and the District of Columbia.

For a short time, during World War II, San Francisco's telephone leadership was threatened by Washington, D. C., but San Francisco's own record of wartime expansion was matched by gains in telephone installations to offset its national capitol rival. Evanston, Illinois, with 44.3, and Washington, D. C., with 43.5 telephones per 100 residents are closest to the San Francisco record.

While San Francisco leads Bay Counties with 420,383 telephones, or 52.9 phones per 100 residents, Contra Costa is leading in recent percentage growth in telephone installations, showing a 41 per cent rise to 48,229 phones at the beginning of 1949 compared with 34,177 on the same date in 1947.

Alameda County had the second largest number of Bay Area phones, 280,986, or 38 per 100 residents, on January 1 of this year, which represents a gain of 21 per cent over the past two years.

San Mateo County showed the second highest percentage gain in telephones with 55,144 units, or 35 per 100, in use at the start of 1949, which was 35 percent more than the County had at the same date in 1947.

The Bay Area has better than one-fourth of all California telephones, totaling 3,313,415 units at the beginning of 1949, and is well ahead of the 33 units per 100 residents of the State. The United States telephone total is 38,205,000, or 26.1 units per 100 population.

Stressing the importance of the telephone as a servant of economic and social progress in the Bay Area, Frank E. Marsh, Council general manager, said:

"Nearly one million telephones listed for every man, woman and child among the Bay Area's more than 2,500,000 resident population, means a telephone available for every two and one-half persons. It also signifies the vital role of telephone communication linking the nine-county metropolitan Bay Area in terms of business, government, social and cultural exchange. Baywide leadership in national telephone registrations is additional proof of the economic stability and up-to-date business operations of San Francisco and Bay Area Communities."

The informative study on Bay Area telephone installations was prepared by Raymond Reeves, Council Research director.

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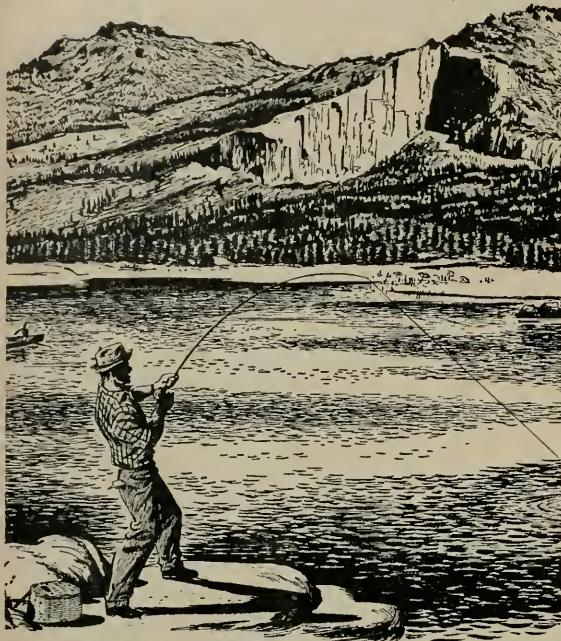


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VOL. 16 — NOS. 6 & 7

JUNE, JULY, 19

## Around and About

By WHIT HENRY

ONCE AGAIN THE DRAMA CRITICS of the bay area have been in a dither; once again the critics have rushed to their dictionaries to look up adjectives to describe a show that plays here annually. In other words—the Ice Follies are here. More correctly, they are home again and before they leave thousands of Californians will thrill to the awe inspiring beauty of the precision routines of the cast, imaginative ideas living in a make believe world on ice, comedians gliding by on silent skates, and a variety of entertainment. features. that.. always leave the spectators breathless. And, as stated before, the drama critics, who in the past used superlatives to describe a performance, reach for more. This scribbler doesn't try to be a drama critic, but he does like to praise people who, in his opinion, do an outstanding job. Will the producers of the Ice Follies please step forward and take a bow.

\*\*\*

IT WAS OVER A YEAR AGO that I through this column, I asked people to give me any old phonograph records for which they had no use, because I am a collector of old records. The response was gratifying but I am still in the market for old records. Here is an odd angle: people since then have contacted me and have asked me to play some, of what I consider my gems, for them. Here is another angle; people who couldn't come to my home when I could play my records for them have been disappointed and have suggested that I play them over a radio station at a given time. This I will be glad to do. If you know of some one who wants to sponsor a radio program of old phonograph records tell them to get in touch with

me. I have the records. Lots of people want to hear them.

\*\*\*

DOES A MUSICIAN FOLLOW a profession or an avocation, Petrillo can undoubtedly give an answer but this department didn't ask him for an opinion. But there is a popular local orchestra that is composed of men who during the day make their living in various ways and nights and week-ends add to the bank roll by providing dance music to discerning devotees of Terpsichore. The piano player is a teacher, the drummer is a glazier, the saxophone is a cabinet maker, the bass fiddle is a policeman, while the violinist, the mellophone player both work at a bank. Now you answer the question that opened this paragraph.

\*\*\*

I LIKE CHEESE CAKE. Most of my friends like cheese cake.

We don't like the cheese cake that is served nowadays in the run of the mill restaurants or any other restaurant. The last good cheese cake I had in a restaurant was in the Original Coffee Parlor that formerly did business in Maiden Lane and now is a pleasant memory. I told my wife of my dilemma and she resolved to solve the problem; she did. Here is her recipe for cheese cake that will melt in your mouth:

1 envelope Knox Gelatine.  
¼ cup cold water.  
1 egg.  
¼ cup sugar.  
¼ cup milk.  
¼ tsp. salt.  
1 cup cottage cheese (put through sieve).  
1 tbsp. lemon juice.  
½ tsp. lemon rind.  
½ cup cream, whipped.  
Beat yolk of egg slightly, add sugar.  
(Continued on page 27)



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## San Francisco Official City and County Directory

### CITY AND COUNTY OFFICERS

**Editor's Note:** This is the first of a series of governmental directories covering cities and counties of the San Francisco Bay Area, compiled and published for the convenience of Record readers. Others will follow in succeeding issues.

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(Continued on page 26)



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# MERRITT C. SPEIDEL, Lovable and Able

## Editor and Publisher

### President Speidel Newspapers Inc.

### Member San Francisco Bay Area Council Board of Governors

**Editor's Note:** Though the subject of this article is himself an experienced newspaperman who has interviewed many of the Nation's great, he is considered one of the most difficult to interview concerning his own accomplishments. Rather he prefers to tell of his family and to extol the virtues and abilities of his employees, his business associates, and his friends. Particularly he exudes enthusiasm for his life-long friend, John Ben Snow, of New York and Colorado Springs, Colorado, who is chairman of the board of Speidel Newspapers, Inc. After extensive research however, among our own sources of information, the City-County Record is privileged to present some of the highlights in the life of this nationally known and popular newspaper man.

By WILLIAM FLYNN  
Special Writer — The Record

MERRITT CHARLES SPEIDEL, notable "trans-continental group" editor and publisher and newly elected governor of the Bay Area Council, is a refreshing addition to the California scene. In a region a bit muscle-bound mentally by the influence of heirs of pioneers who worked to acquire and build rather than to protect what they inherited, he is an honest, energetic, experienced scene leader competing with not quite so experienced and somewhat jaded rivals. As a result, the production is better than planned—and will continue to be greater than expectations, which is all to the good of the region and its people.

In Northern California, something like an exclusive club which has an approved new member under probation for a lengthy period of consideration before giving him a title to a window chair, seldom has accepted anyone as wholeheartedly as it has Speidel. In a comparatively short span of time he has been selected for the role of leader in the councils of the area—what at the same time has won the leadership of the men with whom he is now associated.

Speidel publications in California include the Salinas Californian, West Ranch and Home, and Visalia Delta. Robert M. Speidel, elder

son of Merritt became publisher of the Visalia newspaper on June 1, 1948 at the age of 31, the same age at which his father became publisher of an Ohio daily in 1910. Editorial and administrative headquarters of Speidel Newspapers, Inc., are maintained at Palo Alto, home of President Speidel, the business headquarters being located at Colorado Springs, Colorado, home of the Chairman of the Board John Ben Snow and General Manager Harry S. Bunker.

If successful material accomplishment is a measure of success, this short, incisive publisher who is not so burdened with problems of his enterprise that he cannot find time to be congenial, is a successful editor and publisher.

He also is a successful human being, one of those rare individuals who proves the rule that spiritual and moral progress in civilization is trailing scientific and mechanical achievements by being an exception. He embodies the principles of valid law—a rule of reason, promulgated for the common good by one in authority.

His newspapers are fine examples of excellent typography and layout. They are easy to read and illustrated with fine editorial discrimination that does not pander to the sensational appetites of rational animals. But that is not the secret of their success nor the true reflection of his personality.

There is a theory concerning publishing that holds a newspaper or magazine reflects the personality and



MERRITT C. SPEIDEL, Youthful Editor!

While yet in his second decade Speidel won his first editorial post handling a New York State daily newspaper with enthusiasm, ability and the complete satisfaction of the publisher.

character of the single individual who has not only the responsibility for its production and content but who works at the task of administering that responsibility.

If this individual has a sense of moral responsibility. If he thinks clearly to reach an honest objective, the columns of his publication speak clearly and honestly. If he is courageous in defense of those ideals in which he believes, the editorial columns of his newspaper will be courageous. If he is objective in his administration of his newspaper, it will be objective in its presentation of news one of the standards by which society will judge

(Continued on next page)



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**MERRITT C. SPEIDEL**

(Continued from page 5)

the validity of the right of the press to be free.

Just how closely a portrait of Speidel, as measured by the product of his presses, duplicates the portrait of an ideal publisher, may be judged by his editorial standards—and his accomplishment in meeting such standards.

These standards are:

1. To give the best and most progressive newspaper in the area.

**CLEAN JOURNALISM**

2. To sponsor only clean journalism. "It will be essentially a newspaper for the home—a newspaper for every member of the family, including the children—our citizen and readers of the future."

3. To be politically independent; not subject to the influence of any individual or group of individuals whose motives are other than for the best interests of the community. Concerning political independence, the policy requires that all political parties will receive a "square deal." The papers judge a man's usefulness to the community by his deeds, not his political affiliation.

4. To avoid any religious or racial bias. All religious subjects are treated with due reverence. The newspaper does not attempt to supercede the prerogatives guaranteed to all citizens by the Constitution of the United States.

**HIGHEST IDEALS**

5. The newspaper is dedicated to the highest ideals of service. In this respect, the editorial policy credo adds: "Though we appreciate public approval and commendation, we also court constructive criticism."

One interested in true democratic progress of the nation, and individual locality could no more argue the validity of such a credo than he could oppose the opponents of the common good.

But he might well wonder if practice of such principles was practical in the world that is.

Speidel's success has proved that day-to-day living according to such a set of ideals is practical—if the living is geared to the pace of steady work and enthusiasm for the job by one with aptitude for the task.

He works hard.

He has enthusiasm for the job.

He has aptitude.

**PORT JERVIS, N. Y.**

Speidel was born in Port Jervis New York, on May 19, 1879. He was educated in the public and private schools of his native community. His parents hoped he would be a minister, other community leaders hoped he would be a lawyer, but before he was out of school, he was publisher and staff of the Union School Journal, an educational publication that was of such high quality that it received the official endorsement of the boards of education in all cities and townships of Orange county, New York. As a result, he naturally was

committed to the profession of newspapering or, if you must, journalism.

His first formal job in a newspaper plant was a \$2 a week post in the offices of the Tri-States Publishing Company, which published the Port Jervis Union, the Tri-States Union, and the New York Farmer. It also operated a commercial job printing plant.

He wasn't a \$2 a week worker for long. He was cashier and bookkeeper and before he was old enough to vote he was city editor and later editor.

He was a business man and a competent editor. His ability to practice both professions, rarely found in one individual, are illustrated by two incidents.

His "boss" decided to take a vacation for reasons of health. He wanted complete seclusion and left orders that Speidel was to run the publications and not bother him for advice on problems that might arise.

After the publisher departed, he remembered a carload of newsprint was due, that money would be so short there might be difficulty in tak-

**PUBLISHER AT 31!**

At age 31 Speidel became owner and publisher of the Piqua Ohio Daily Call, here forming many exalted friendships.

ing advantage of the customary discount granted for prompt payment. He penned a vote of instructions to his

acting editor and business manager Speidel, inclosing his personal check for the paper bill.

Speidel read the letter invalidating the check and returned it to his boss with a polite but terse note explaining that as long as the boss did not want to be bothered, neither did he.

Then he went out and raised money by collecting past due accounts and paid for the newsprint.

The second story reflects his ability as an editor and newspaper man.

The opposition paper was lagging behind in local news and one day worried publisher mentioned problem to his daughter.

She calmly explained that she had read Speidel on an important subject that her father's paper did not publish because she and many others in the community knew that Speidel was interested in receiving news tips from his friends; and he had many.

"You mean you told the other paper?" her father said.

(Continued on page 24)

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ALAMEDA, CALIF.



## San Francisco Advertising Club elects New Officers for 1949-50

SAN FRANCISCO ADVERTISING CLUB

Founded 1903

OFFICERS FOR 1949-1950

President: Thor M. Smith, Asst. to Publisher, San Francisco Call-Bulletin.  
President: Everett M. Runyon, Sales Promotion Manager, California  
ing Corporation. Secretary: Miss Ruth Callahan, Fielder, Sorensen &  
s. Treasurer: Harry F. Borden, General Manager, Pacific Neo Gravure  
pany; Borden Printing Company. Executive Director: Florence Gardner.  
l: Elliot M. Epstein.

RECTORs: Art Arlett, Account Executive, West-Marquis, Inc.; Starr  
ham, Vice-President and Treasurer, Mackenzie & Harris; John Hoefer,  
er, Hoefer, Dietrich & Brown; Warren Jorgensen, S. F. Advertising  
ager, Safeway Stores, Inc.; F. Lowell Garrison Radio and Television  
), General Electric Supply Corp.; Philip G. Lasky, Vice-President and  
eral Manager, Radio Station KSFO and KPX-TV; Stuart Rogers, Sales  
ager, Williams Lithograph Company; William Sanford, Wm. Sanford Ad-  
ising Displays; Ruth Brooks Sullivan, Watson & Brooks; Rene Weaver,  
Director, J. Walter Thompson Company; Robert R. Gros, Manager, Ad-  
ising and Publicity Dept., Pacific Gas & Electric Co.

Market St., Room 217 San Francisco 3 YUkon 6-3878  
Member Advertising Association of the West

## Thor M. Smith Ad Club President

THOR M. SMITH graduated from the University of Nevada in 1927 and  
after one year in an advertising agency entered the newspaper business.  
ing on the Long Beach Sun, Smith soon moved to the Los Angeles Ex-  
r and progressed in editorial, advertising and promotion work through  
Hearst chain, working on newspapers in New York and Chicago before  
ing to the San Francisco Call-Bul-  
as Promotion Manager in 1939.  
the winner of numerous national  
regional awards in the field of  
osper promotion.

uring World War II, he served  
as for more than three years with  
Eighth Air Force and SHAEF,  
he was decorated with the Leg-  
ion of Merit for his part in the plan-  
ing of D-Day coverage for the world  
e, radio and picture agencies.  
r of his wartime duties included  
the only American representa-  
on the pre-invasion planning staff  
ublic relations and psychological  
re, as well as being personal  
representative for General Eis-  
er at his advance command  
Smith was separated from the  
ve as a Colonel in 1945, and re-  
nd to the Call-Bulletin as Asst-  
to the Publisher.

He has travelled extensively, and is  
author with Jack Redding of  
"The Glory," a war novel.

In addition to serving as an officer  
Director of the Advertising Club,  
Treasurer of the S. F. Press Club,  
Vice-President of the Northern  
California chapter of Sigma Delta Chi,  
essional journalism fraternity.

His home is in Burlingame Hills,  
married and the father of three  
large daughters.



THOR M. SMITH, President  
S. F. Advertising Club

## S & W. BRANDS

161 BERRY STREET

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San Francisco 7, California

FOR FUN AND FROLIC . . .

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Clean Wholesome Fun and Recreation for the Entire Family

OPEN EVERY DAY OF THE YEAR

## Cal-Pack Executive Ad Club V. P.

EVERETT M. RUNYON, Sales Promotion Manager of California Pack-  
ing Corporation, prepared for advertising at the Chicago Academy of  
Fine Arts and Northwestern School of Business. Following his release from  
the Navy after World War I, he joined  
the Calpak organization in Chicago  
in 1919. After a few years there, he  
transferred to the Calpak sales or-  
ganization in Los Angeles, and 1930  
was transferred to the main office in  
San Francisco as Assistant Advertising  
Manager.

In 1935 he was made Sales Promo-  
tion Manager. He is a member of the  
Commonwealth Club, The Illumina-  
tors and The Junior Statesmen Founda-  
tion, and is active in Y.M.C.A.  
work in Palo Alto. He served two  
years as Director of the San Francisco  
Advertising Club in 1941-1942.



EVERETT M. RUNYON, V. P.  
S. F. Advertising Club

## LETTERS TO THE EDITOR

Editor and Publisher  
City-County Record  
Dear Mr. Allen:

I want to compliment you on the new  
format of the City-County Record; you  
have put together a very interesting  
magazine.

I also want to express my apprecia-  
tion of the article about myself in your  
May issue. Many of my friends have  
commented on it and I find it gratify-  
ing to learn that my efforts are recog-  
nized, although whatever I may do to  
help others is not done with the idea  
of praise but rather with the will to do  
and the personal satisfaction it gives  
me in doing for others.

Yours respectfully,  
Maurice Moskovitz

EAST AND WEST OF CASTRO STREET  
IMPROVEMENT CLUB

Editor:

I was very pleased to see you at our  
installation and I want to thank you for  
your cooperation.

You are invited to attend any meet-  
ing of our club rooms at Willopi Hall  
on the first Wednesday of any month.

Sincerely Yours  
Chas. E. Walker, President.

Editor;

The SCAVENGER'S PROTECTIVE  
UNION requests the honor of your  
presence at its Grand Annual Picnic  
on Sunday, June 26th, 1949 at New  
Portola Park, San Mateo County.  
Lunch 12 noon until 3 P. M.

A. Toscanini, President.

ERNEST J. TORREGANO

Attorney at Law

Dear George;

All the way from Salinas comes a  
subscription for your "must" period-  
ical. I certainly hope through my ef-  
forts in continual solicitations to see  
the City-County Record distributed  
throughout the entire State, and thus

possibly make it necessary for you to  
take in many other counties besides  
San Francisco and the Bay Area.

Ernest J. Torregano

As Seen in VOGUE



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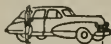
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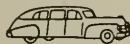
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Window Shades Tailored and Reversed

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1367 VALENCIA STREET

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SAN FRANCISCO 5

San Francisco



Oakland



# Bay Area Air Transportation Industry

THE AIR TRANSPORTATION INDUSTRY IN the San Francisco Bay Area established new peacetime records in the fiscal year 1947-48, with passengers, airmail, air express and air freight exceeding comparable air transport records in 40 or more of the 48 states in each category, according to a special report on the Bay Area air transportation industry by the Bay Area Council.

The value of the air transport industry to the Bay Area economy can be measured, in part, by the fact that the aviation payroll in San Francisco alone, estimated at \$17,750,029 by the San Francisco Chamber of Commerce in 1947, was substantially greater than the total estimated payroll of San Francisco banks and trust companies for the same year (\$14,000,029).

Highlights of the Council's report on the Bay Area's leadership in air transportation activities are as follows:

1) Passengers—The Bay Area enplaned 512,123 air travelers from airports in San Francisco, Oakland, and San Jose for the fiscal year ending June 30, 1948. This was a greater passenger total than that recorded in any one of the 42 states, including heavily populated areas of Michigan, Missouri, and Massachusetts.

Only states exceeding this record were: New York, 1,788,091; California, 1,332,517 (including the Bay Area's 512,123); Illinois, Texas, Ohio, Florida, and the District of Columbia.

2) Air Mail—The Bay Area's 3,150.4 tons of air mail for the year



**RAYMOND REEVES**  
Director of Research  
Bay Area Council

ending June 30, 1948, ranked in fifth place behind only four states—California, New York, Illinois and Texas, and was greater than the other 44 states and the District of Columbia. California led the 48 states with 783.9 tons, including the Bay Area's 50.4 tons.

3) Air Express—The Bay Area's 1,634 tons (3,268,000 pounds) of air express for 1947-48 was surpassed by only eight other states. California was in fourth ranking position with 2,014 tons (7,602,000 lbs.) of air express volume, including the Bay Area total.

4) Air Freight — The 5,584,000 pounds of air freight shipped from Bay Area airports in 1947 was a greater volume of airborne cargo than that moved by 42 states and the

District of Columbia over the same period.

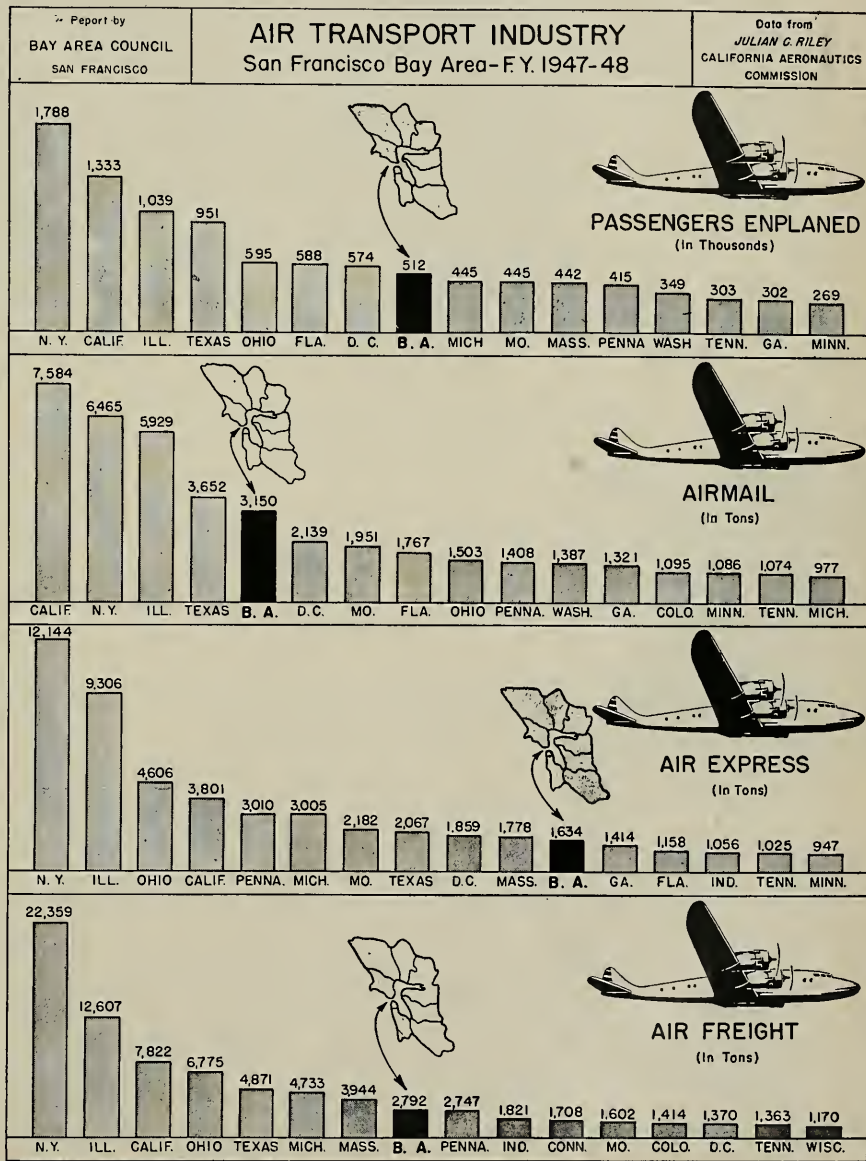
Only seven states, including California, in third national position with 7,822 tons (15,644,000 pounds), registered higher air freight volume. These were New York, Illinois, Ohio, Texas, Michigan and Massachusetts.

Significance of the Bay Area's airborne passenger, mail, and cargo record, and its important role in the

American aviation industry was summarized by William M. Hale, Council chairman, who said:

"This factual evidence of the Bay Area's high-ranking position in the nation's air transport industry is further proof of the need for long-range planning and development of airports and air transportation facilities in the counties bordering the Bay:

(Continued on page 20)



PREPARED BY GRAPHIC RESEARCH SERVICE

# New Colgate Hydroelectric Plant of Pacific Gas and Electric Co. Placed in Operation

**THE NEW COLGATE HYDROELECTRIC PLANT** of Pacific Gas and Electric Company with an installed capacity of 40,200 horsepower, was officially placed in operation June 16.

With a colorful switch-throwing ceremony in the presence of more than one hundred guests and Company officials, the new powerhouse on the north fork of the Yuba River 35 miles northeast of Marysville began pouring its electric output into the P. G. and E.'s far-flung transmission network.

Charles Coupe, chairman of the Yuba County Board of Supervisors, threw the switch that sent electric energy pulsing through the transformer banks into the transmission lines.

E. C. Johnson, division manager at Marysville, served as host and chairman of the day. He was accompanied by N. R. Sutherland, vice-president and assistant general manager; I. C. Steele, vice-president and chief engineer; O. W. Peterson, engineer of General Construction; H. W. Haberkorn, engineer of Hydroelectric construction, and A. J. Swank, engineer of Station Construction, all from the General Offices of the Company in San Francisco.

Following the ceremony the guests were served luncheon and later were taken on a tour of the powerhouse. Among them were Marysville and Yuba County public officials and representative groups of residents of the Yuba area.

The new Colgate plant stands on the site of the historic original plant



## Statistics of Colgate Plant

**THE OLD COLGATE PLANT** was placed in commission September 5, 1899, and was operated continuously until September 13, 1946, when it was partially destroyed by fire. When first placed in operation the plant had 4,500 horsepower of generating equipment. By 1906 its capacity had been increased to 20,878 horsepower. The new Colgate Powerhouse has an installed capacity of 40,200 horsepower. Demolition of the old structure, removal of its equipment, and construction of the new plant was started October 6, 1948. Estimated cost \$3,325,000.

### The Site

On the North Fork of the Yuba River in Yuba County about 35 miles northeast of Marysville and 4 miles south of the town of Dobbins. The diversion dam and headworks are located on the Yuba about 2 miles below Bullard Bar Dam, and 8 miles by stream bed above the powerhouse. Flash hoards will be installed later at the diversion dam to raise the water level 5 feet.

### Powerhouse

Structural steel and reinforced concrete 69 feet 9 inches wide by 77 feet 3 inches long with a height of 99 feet from foundation to roof. The building has no windows, daylight being admitted by panels of glass blocks. The generating room is equipped with a 100-ton traveling bridge crane and 10-ton auxiliary hoist.

### Generator

Generating equipment consists of one vertical-shaft, reaction-type, water-driven turbine and one Westinghouse 50,200 horsepower generator.

### Tunnel and Penstock

From the diversion dam, water from

the Yuba River flows through a tunnel (built in 1941 for the old plant) 4.6 miles to the head of the penstock line through which it is dropped to the turbine at the powerhouse floor level. The penstock is a single line of 96-inch to 66-inch steel pipe 1,630 feet long from tunnel portal to turbine.

### Static Head

Junction of the penstock line and the tunnel portal is a sealed connection which provides a continuous flow of water from the headworks to turbine nozzle and thus adds the 110 foot fall of the tunnel to the elevation of the penstock heading above the powerhouse floor. Total static head (drop in elevation from headworks to turbine) is 820 feet.

### Surge Tank

When shutoff valves are closed, the pressure of flow from the headworks forces the water up the surge tank until the tunnel pressure is counter-balanced and the flow through the tunnel stopped. The Colgate surge "tank" is a steel pipe 96 inches in diameter laid on the surface up the slope from the point where the penstock leaves the tunnel. This pipe is 200 feet long and at its upper end

## COLGATE CONSTRUCTION

**Progress Photos of Great Colgate Project.** Above; 4-mile tunnel from North Fork of Yuba River terminates in structure in foreground, water then is carried down the hill, a drop of 820 feet to powerhouse situated on bank of river at left. Above; Left: Great size of penstock pipe illustrated in photo of man walking erect through 8 ft. pipe.

joins a vertical section 40 feet high. A spill pipe will carry overflow in the ravine below.

### Other Facilities

Bus Structure and Transformer Bank.

### Eight Oil Circuit Breakers.

Power from the plant is dispatched through connections with existing 60,000-volt transmission lines from the powerhouse bus structure to Albany, Grass Valley, Oroville, Bullards Bar and two major lines to Sacramento and San Francisco Bay.

### Work Force

Contractor crews totaling 290 men were employed in construction, exclusive of 40 P. G. and E. supervisory staff and employees.

### Contractors

Bechtel Corporation, Earl Nichols project manager, Western Consolidated Steel Corporation, penstock-augmentation lines, C. J. Gardella construction superintendent.

### History of Old Colgate

The original Colgate was the second oldest generating plant of the P. G. and E. hydroelectric system. It was placed in operation September 5, 1899.

(Continued on next page)



**JAMES B. BLACK, President**  
**Pacific Gas & Electric Co.**

which was in continuous operation for nearly fifty years. It is on the north fork of the Yuba River about four miles south of the town of Dobbins and some ten miles downstream from Bullards Bar.

With completion of the new installation the P. G. and E. has added a total of 593,200 horsepower to its generating resources since it launched its great expansion in 1945. When the program is finished in 1951 the Company will have placed on its lines nearly 2,000,000 horsepower of additional capacity, bringing its total electric facilities to approximately 4,000,000 horsepower.



1868



From the quaint

horse and buggy days of 81 years ago to the jet plane of today represents a portion of a century of rapid progress. Banking systems reflect the same streamlining effect.



1949

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526 CALIFORNIA STREET and  
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Branch Offices... Each a Complete Bank

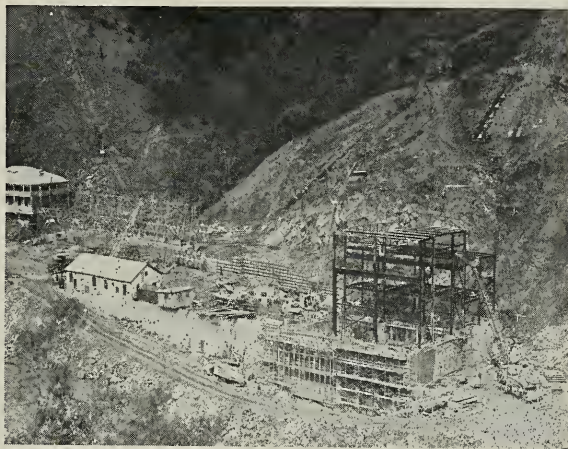
## COLGATE PLANT

(Continued from page 10)

by the Yuba Electric Power Company which a year later was merged into the newly formed Bay Counties Power Company. Promoters of the project were John Martin and Eugene de Sabla of San Francisco, and Romulus R. Colgate, New York financier and member of the soap manufacturing family. The three men were pioneers in the development of hydroelec-

was 7 feet wide and 5 foot deep. This conduit was replaced in 1941 by a 4.6 mile tunnel. A wood stave pipe line and open flume from Lake Francis, a smaller reservoir two and one-half miles above Colgate, provided an additional flow both for the powerhouse and the Brown's ditch irrigation system.

Colgate Powerhouse was the first to serve the San Francisco Bay area with hydroelectric power. A line first



## COLGATE POWERHOUSE CONSTRUCTION VIEW

Progress photo of \$3,325,000 new P. G. & E. power plant located on North Fork of Yuba River. Plant was placed in operation June 16, adding 40,200 horsepower to Company's system.

tric generation in Northern California. The powerhouse was a stone and steel structure 264 feet long and 40 feet wide after it had been enlarged in its earlier years to house additional generators. The site was near the spot where the Missouri Bar trail of early days crossed the Yuba on the route between Dobbins and French Corral. The new powerhouse occupies the same site. The original equipment consisted of four Stanley inductor-type generators. By 1906 two additional Stanley machines and a Westinghouse revolving field generator rated at 9,300 horsepower had been added. One of these veteran generators was destroyed in the fire of 1946 but the others, after repairs continued in service until October 1948 when the building was dismantled to make way for the new structure. Four of the generators had been in almost continuous operation for 49 years.

Seven overhung impulse wheels, five of them manufactured by the Risdon Iron Works and two by Doble, supplied the water power to drive the generators. They were fed by five riveted steel nad cast-iron penstocks each 30 inches in diameter which dropped 1,584 feet down the mountain side from the forebay. Water was supplied by a flume 7.6 miles long from the diversion dam on the Yuba two miles below Bullard Bar reservoir, the principal storage source. The flume

was built from the plant 70 miles to Sacramento and in 1901 the Bay Counties Power Company completed a 60,000 volt line to Oakland, a distance of 142 miles. At the time it was one of the earliest successful projects for long-distance, high-voltage transmission of electric power. The Colgate-Oakland line was placed in operation April 27, 1901.

## P. G. and E. Expansion

The Colgate project is part of Pacific Gas and Electric Company's post-war expansion, the largest power-building program in the world. Construction work began immediately after the wartime building restrictions were lifted. Nearly 2,000,000 horsepower of new generating capacity is being added to the P. G. and E. system, doubling the Company's prewar capacity. More than half a million of the new horsepower already is in service. The remainder will be completed before the end of 1951. More than 7,000 jobs have been created by the Company's program.

## LETTERS TO THE EDITOR

Dear Editor:

As stated at the Press Club, I think your new cover and format for the City-County Record is a great improvement.

I believe, heartily, in substance, but like a gem, it does not hurt to place it in a good setting.

More power to you,  
Tom P. Brown  
Publicist.

## DIRECTOR OF PUBLIC HEALTH

City and County of San Francisco  
Editor and Publisher,  
City-County Record,  
Dear Mr. Allen:

Thank you very much for your courtesy in sending me those pictures. It certainly was nice of you, and I want you to know that I appreciate it beyond words.

With every kind personal regard always, I am,

Sincerely,  
J. C. Geiger, M. D.  
Director

Santa Maria Advertiser

Dear Mr. Allen:

Many thanks for the copies of the "County City Record."

You are getting out quite a high-class publication, one that is well edited and serving a useful purpose. My compliments on your wide use of publicity pictures for that is the link that binds the reading public with the publication.

Sincerely,  
Elwin E. Mussell, Publisher

George H. Allen, Editor

S. F. City-County Record

Dear Mr. Allen:

Enclosed please find two tickets to the Lawyers' Club Installation Dinner Dance, to be held on Thursday, June 16, 1949. We will appreciate the pleasure of your company.

Very truly yours,  
FITZ-GERALD AMES, SR.

## Outdoor Theatre Planned in Oakland

Sylvester Enea of Pittsburg has been granted a permit to construct the first outdoor motion picture theater in Oakland on Jones Avenue, 1,250 feet northeast of Bayshore Boulevard, City Manager John F. Hassler has reported. The permit stipulates the theater must not interfere with Oakland Airport operations or vehicular traffic.

## THE CAMBRIDGE HOTEL

1388 California St.

OR. 3-4176

SAN FRANCISCO, CALIFORNIA

# San Francisco's Public Library

By LAWRENCE J. CLARKE, Librarian

San Francisco Public Library

**PUBLIC LIBRARY SYSTEMS** WERE ESTABLISHED early in the history of the State, and to San Francisco goes the honor of having the first public library in California, being founded by a group of public spirited citizens in 1878. Its early years were fraught with the customary difficulties of inadequate space and lack of funds. However, five years after its founding, the institution reported a yearly circulation of 354,000 volumes. The Library grew steadily and as early as 1890, in addition to the central building, had three branches.

On the morning of April 18, 1906, the City Hall, in which the Library was located, was first wrecked by the earthquake and then burned by the fire which followed. Losses which seemed irreparable were sustained by the Library; 142,000 books were lost, and newspapers and magazines were all destroyed, all accession and borrowers' records were lost, most of the branch libraries were completely or partially wrecked. From 1906 until 1912, most of the energies of the organization and its staff went into rebuilding the collection and planning the construction of a permanent building.

The Main Library Building constructed at a cost of \$1,152,000 was completed and opened to the public in 1917. This beautiful building is designed in the artistic spirit of the Italian Renaissance. It is three stories high, built of steel and granite and finished inside with Travertine marble from Italy. The heavy bronze doors leading into the main delivery hall from the stacks and into the main Reading Room are inscribed with appropriate quotations, as are also the lintels of the arches in the corridors. On the facade of the building is inscribed the following:

"May this structure founded on imperishable books be maintained and cherished from generation to generation for the improvement and delight of mankind."

The Library uses a closed stack system for its general non-fiction collection. The seven stack floors occupy the north side of the building. The San Francisco Library was the first institution to use an open shelf system which it does for fiction, foreign, a browsing collection of non-fiction, music and children's books.

## The Reference Department

The Reference Department is located on the west side of the second floor of the Library. Here the general reference service is administered by a specially trained staff of assistants.

Among the functions and activities of the Reference Room is the telephone service. Two telephones (an incoming and outgoing), operate constantly, conveying information to thousands of San Francisco businessmen, the radio and press organizations, Government agencies, Army and Navy and the general public.

lection of foreign language and technical dictionaries. These have served to great advantage during the war.

Other notable resources may be found in the technology and science divisions and in the foreign language collection. Of exceptional interest are the works on Spanish literature.

home on a library card; likewise histories, biographies and technical books of many sorts.

Folk and national music of our countries form a part of this collection. American popular songs from the early 1800's and state songs from all over the country are available. A bibliography



San Francisco's Main Library at Civic Center

Close to twenty thousand inquiries are handled in this way.

In addition to its comprehensive assemblage of reference tools, the department is particularly rich in its col-

Among the latter may be found the BIBLIOTHECA DE AUTORES ES- PANOLES, and the HISPANIC SOCIETY OF AMERICA, PUBLICATIONS.

The Art Department adjoins the reference room on the southwest end of the building. Here is housed a portion of the Library's magnificent and representative art collection. Comprehensive in scope, it includes the large elaborately illustrated works on art in addition to extensive periodical and society publications. It stands among the first of the Nation's great art libraries.

## The Music Department

The Music Department has about 12,000 volumes of music and books on music and nearly 10,000 pieces of sheet music. There are songs and opera scores, piano music and music for violin, cello, viola and other instruments. There is a big collection of chamber music. All this can be taken

graphy of Latin American material has just been completed. The early history of music in San Francisco is graphically shown in books, music programs pictures and biographies. Autographs and pictures of famous musicians can also be seen.

## The Reading Room

The Main Reading Room, an open shelf department of over 40,000 volumes, houses the fiction collection, the foreign fiction collection and a non-fiction browsing collection of over 3,000 volumes.

The fiction collection comprises the classics in fiction, standard imprints and the best of the current selections as well as popular fiction of all types.

The foreign fiction collection includes fiction in French, Spanish, Italian, German, Russian, Polish, Dutch, Swedish, Norwegian, Danish, Icelandic, Finnish, Hungarian, Modern Greek and Yiddish.

A Reader's advisor is on duty



RALPH J. MCGILL

Member S. F. Library Commission



times to give advice and aid to readers; in the evening specialized help is given by the Reader's Advisor, including suggested courses in reading, special fiction classic or modern in allied subjects. Over one hundred and fifty lists of analyzed fiction and kindred subjects are available to the public in the Main Reading Room.

A Young Adult section has recently been added to the Main Reading Room. This is an effort to bridge the reading tastes of the young boy or girl from the literature of childhood to that of the adult. Fiction and non-fiction of interest to the adolescent are served in this section.

The San Francisco Public Library as the first public library to experiment in the open shelf idea. That it as a successful experiment is attested to by the popularity of the room to the average reader and the steady stream of books taken for home use.

To obtain a library card in order to withdraw books for home use, an application with the borrower's signature and the name of a reference who is a resident of the city must be presented. The card issued after this simple formality allows the new borrower to withdraw four books at a time.

#### Periodical Room and Newspaper Room

The Periodical Room is on the third floor of the Main Library building. The Library subscribes to approximately 2,000 foreign and American magazines for the Main Library and branches; files of most of the important English and American magazines and trade journals are bound.



**SAM M. MARKOWITZ**  
Member S. F. Library Commission

Many of the current and bound magazines are issued for home use, and the average circulation annually is 10,000 volumes.

The Newspaper Room on the first floor contains over five hundred newspapers, both American and foreign. The San Francisco papers, the Chronicle, the Examiner the Call-Bulletin and the News are bound as well as

the New York Times.

In the fire and earthquake of 1906, all bound files of papers were destroyed. However, through private beneficence and the cooperation of other libraries, this collection was rebuilt so that today we have the Bulletin from October 1855 the Alto California from January 1861, the Call from December 1877, and the Examiner from 1877.

As vital statistics records were destroyed in the fire, these old files have proved to be a priceless possession as they are used to substantiate birth, marriage and death records in addition to their value as a day-by-day history of our city.

#### Children's Room

This Children's Room is also located on the first floor of the Library. Trained children's librarians are in charge of this division and every effort is made to stimulate an interest in good reading. During the past year, teen-age Forums have been conducted which have proved successful and exceedingly popular with our young people. Topics on various subjects relating to current events were chosen for discussion.

In connection with this room is a large club and display room where story hours for young children are held weekly and book club meetings and general displays are used to stimulate the reading habits of young borrowers.

#### Branches

At the present time the Library has twenty-one branches and six deposit stations located in various parts of the city. Twelve of these branches

#### Night View of San Francisco's Main Library



**LAWRENCE J. CLARKE, Librarian**  
San Francisco Public Library

are city-owned buildings, costing from \$40,000 to \$106,350. The remainder are housed in rented stores. Most of these buildings now in operation were built by private beneficence chiefly through Carnegie funds and one Alexander McCreery. James D. Phelan built one but it was destroyed in the fire of 1906 and was never reconstructed. The Anza branch was built out of money left over from the building fund of the Main Library to which Carnegie contributed one-half, and the Park Branch was constructed by city appropriation. In addition to these two, other branches are in permanent buildings, built with city and federal funds. The permanent buildings house complete libraries, ranging from 15,000 to 20,000 volumes and the rented quarters have col-

lections of from 5,000 to 10,000 volumes.

#### Rare Book Collection

Albert M. Bender member of the Board of Library Commissioners until his death in 1941, was instrumental in forming and presenting to the Library the Max John Kul Memorial Collection of fine and rare books. This Collection contains examples of the best work of contemporary printers and binders, as well as those of other



**MRS. J. HENRY MOHR**  
Member S. F. Library Commission

periods. Among the work exhibited are pages of the first and second folio Shakespeare, a Kelmscott Chaucer, a Dove's Press Bible, and Ashendene (Continued on next page)

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### S. F. Assemblyman Heads Lions Club

Assemblyman Arthur H. Connolly Jr., San Francisco attorney, has been elected president of the San Francisco Lions Club and will take office at a luncheon meeting July 5 at the Sir Francis Drake Hotel.

On July 12, Connolly will leave for New York to attend the annual convention of Lions International as representative of the San Francisco club. Connolly is attorney for the San Francisco Better Business Bureau, and a combat veteran of World War II.

### Berkeley Fire Aide Retires

The man who answers calls from frightened Berkeley residents and sends the firemen to the rescue will

not be on the job today.

Grenville F. McSorley, fire alarm operator for the Berkeley Fire Department for many years, retired yesterday after many years in charge of the fire board in the Berkeley City Hall.

He joined the department twenty-five years ago after spending five years with the Navy. He lives at 1647 Hearst Avenue, Berkeley, with his wife, Loma Rose McSorley.

Tennessee—legislators approved the calling of a limited constitution convention to revamp the state's outmoded basic law, and included home rule for municipalities as one of the nine matters open for revision. Next step is to get approval of the people for such a convention via a referendum this year.

### S. F. PUBLIC LIBRARY

(Continued from page 13)

Spencer. Fine binding is represented by the work of Sangorski and Sutcliffe, and Cobden-Sanderson; fourteenth and fifteenth-century manuscripts, some illuminated and some incunabula, are contained in the collection: the Continental and English printers and binders of the eighteenth and nineteenth centuries are well represented, as are also American printers of both the nineteenth and twentieth centuries. A great number of volumes in this Library are printed for the Book Club of California, and contain specimens of the best work of famous San Francisco presses; John Henry Nash, Taylor and Taylor, Windsor, Johncke and Seeger and the

Grabhorn Brothers. In a city famous for printing (printing is the fourth largest industry in San Francisco) these presses have been identified for a long time with typographical excellence.

#### Administration

A Library Commission of eleven members appointed by the Mayor at serving a term of 4 years, govern the policy of the Library. The Librarian is in full control and assisted by a staff of 270 members whom 70 are full time profession workers, 35 full time non-profession workers, 60 part-time workers and pages, engineers, carpenters, janitors, chauffeurs, etc. The Library is an integral part of the city government and derives its funds from tax receipts.

## Additional School Space Must Be Provided Says B. A. C. Study

THE WARNING-SIGNALS ARE DEFINITELY UP in terms of Bay Area school space requirements over the next decade, according to a study of Baywide school trends issued by the Bay Area Council.

Bay Area school systems, already overflowing capacity due to the 167,4 young people in the 1 to 14 age group added to the Bay Area's population since 1940, are headed for even greater problems requiring additional educational facilities as the 1 to 5 year old group comes of school age.

One major problem is school 'double-sessions', requiring a classroom of pupils to crowd a full-days work into a half-day schedule in order to accommodate another class in the same room for the afternoon session. The 'split-session' policy, doubling up classes in a single schoolroom, is already common practice in eight of the nine Bay counties. As an example, Contra Costa County has 12,216 pupils attending double sessions, most of whom are in the kindergarten and lower grades.

San Francisco is the only city-county area not holding double sessions. Dr. Herbert Clish, San Francisco Superintendent of Schools, reported double-sessions have been avoided by resorting to transportation of children to available classrooms in other sections of the city.

Dr. Clish explained,

"We have been fortunate in this regard, but cannot tell what the situation will be in September. Much will depend upon the completion of certain portable buildings for which we have asked."

Frank B. Marsh, Council general manager, offered a Bay Area viewpoint of the forecast on school enrollment for the nation issued recently by J. C. Capt, Director, U. S. Bureau of the Census. Mr. Capt said,

"The Nation's public and private schools must accommodate 40% more children in 1958, 1959 and 1960 than was enrolled in 1947."

Mr. Marsh's comment was:

"There is no doubt that the Bay Area school problem is even more pressing than the national situation in regard to the need for educational facilities for an increasingly youthful population. While Bay Area popula-

tion in the 20 to 65 age group gain approximately one-third between 1940 and 1947, the under-14 year old school-tendance potential group gained over 76 percent.

"The overall gain of 50 percent Bay Area population, amounting to nearly a million new residents since 1940, stresses the rapid growth of the region compared with the 10% gain in U. S. population.

"School construction should continue to have a No. 1 priority. Baywide community planning action over the next five years to cope with the fast-growing 1-14 age group residing in the S. F. Bay Area."

The Council study points out that the school-age group under 14 years has increased to 387,298, a gain of 76% over the 219,861 in this school potential age group in 1940.

Council studies show a total of 337,591 average daily attendance schools and junior colleges of the nine Bay counties in 1947-48, an increase of 49% over the eight year period between 1940 and 1948. Meanwhile birthrates have also nearly trebled rising from 24,163 in 1940 to 64,100 in 1947.

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# S. P. Crack Shasta Daylights Start Operation Sunday, July 10



**T**WO new 15-car diesel-powered "Shasta Daylight" streamliners will go into daily service July 10, one train each way between San Francisco and Portland, operating on a 15½ hour schedule and at a new low fare, according to A. T. Mercier, president of Southern Pacific.

The pair of luxury chair car streamliners, costing a total of nearly \$5,000,000, will cut three hours from the best present train time for the 718-mile Shasta Route trip. They will leave their respective terminals at 7:45 a.m. and arrive at destinations at 11:15 p.m., Mercier said. Their schedule will take them through the forested Sacramento river canyon, around the base of Mt. Shasta and over the Cascade mountains of southern Oregon in daylight hours.

One-way fare will be \$12 for the 18 miles and \$21.60 for the round trip, plus tax, extending the popular "Daylight" fares and service all the way from Los Angeles to Portland and back.

Each of the brand new trains will

embody the very latest in passenger car construction, Southern Pacific's president said. They will consist of a 6000 horsepower diesel locomotive, nine chair cars, a parlor observation car, tavern car, baggage-postal car, and a triple unit comprising the coffee shop, kitchen and dining cars. Cars were ordered nearly three years ago, Mercier pointed out, but deliveries were delayed while manufacturers strove to speed production in the face of materials shortages and other difficulties.

Exterior of the new trains will be red and orange to match the color



Seated in luxurious comfort on board beautiful new Shasta Daylight, passengers view magnificent Mt. Shasta through enlarged windows. Color schemes of train interior reflect characteristics of Shasta and Cascade regions through which trains operate. Schedules of new trains cuts three hours from best present time between Bay Region and Portland, while fare is most economical.

scheme of the world famous "Daylights" on the coast and valley routes between San Francisco and Los Angeles. Interior color schemes will reflect the characteristics of the Shasta and Cascade regions through which the new trains will operate. Cedar tones, for example, will predominate in the tavern car, the flooring is in Crater Lake blue and Timberline Lodge on Mt. Hood provides the motif for a colorful bar section.

Windows of the train are unusual-

ly high to give expansive views of the spectacular scenery, and have about one third greater area than the



**T. LOUIS CHESS**  
General Passenger Agent  
Southern Pacific Company

large windows of the present "Daylights." Among other features of the cars are feather-touch doors, zone heating for uniform comfort, individually controlled fluorescent lighting, foam rubber seats with improved suspension, and the time-tested luxuries of the present "Daylights" with their electric baggage elevators, insulation against sound, and other conveniences and comforts of modern train travel.

## Berkeley Merchant To Aid Chest Drive

Lester W. Hink, Berkeley merchant, has been appointed chairman of the commercial firms division of the 1949 Community Chest campaign in Berkeley, Albany and Kensington.

He will direct several teams of business leaders in soliciting business organizations.



6,000 Horsepower Diesel Locomotive heads crack train.

## Construction Contract Awarded For Sewage Pumping Plant

**C**ONTINUED PROGRESS ON THE \$23,500,000 SEWAGE Disposal project for the six East Bay cities of Alameda, Albany, Berkeley, Emeryville, Piedmont, and Oakland, comprising Special District No. 1 has been reported by Roscoe D. JoJnes, director of the East Bay Municipal Utility District, in announcing the award of a construction contract totaling \$572,397.58 to Stanley H. Koller of Crockett, for the construction of the large raw sewage pumping plant and grit chambers to be erected at the treatment plant site near the easterly end of the Oakland-San Francisco Bay Bridge.

The first of several structures comprising the treatment plant to be erected, the pumping plant will receive sewage from the North and South Interceptor sewers now under construction along the eastern shoreline of San Francisco Bay and the Estuary. Four 500 horsepower centrifugal pumps will lift the sewage approximately 35 feet and discharge it into the grit chambers from where it will flow by gravity through the treatment plant. After treatment the effluent will be discharged through 16,000 foot outfall sewer into the deep waters of the Bay.

Under the plan of operation, each city included in Special District No. 1 will be responsible for the operation of its own sewerage system. Special District No. 1 will collect the sanitary sewage in the interceptors and carry it to the treatment plant for processing and disposal.

Construction is well along on both



**JOHN S. LONGWELL**  
Chief Engineer & Gen. Manager East Bay Municipal Utility District

the North and South Interceptors and plans for the Alameda Interceptor are being prepared. Progress reports show that more than 2 miles of the 5 mile North Interceptor from Albany to the treatment plant site have been completed with an additional 2 miles under construction. Work is now in progress on the difficult sec-

tion from Ashby Avenue to the main pumping station. This section involves the construction of a 10 foot diameter tunnel under the Key System under-pass and the traffic distribution structure at the easterly end of the Bay Bridge. Portions of this operation are visible to commuters on the Key System trains.

Approximately 4 miles of the South Interceptor extending 10 1/2 miles from the Oakland Airport along the north side of the Estuary to the treatment plant site at the foot of 34th Street, are now complete or under contract.

All facilities of the project which cannot be economically enlarged at a later date have been designed to handle the estimated sewage flow up to the year 2000. Other facilities are based on estimates for the year 1970 at which time the necessary increased capacity can be provided.

### Sheriff To Add Eight Deputies

Sheriff James N. Long recently announced that the allocation of 83 new county personnel by the board of supervisors for the new fiscal year includes eight officers for the sheriff's office.

The eight new deputies, Sheriff Long said, will go on duty July 1, or as soon thereafter as eligible personnel are certified by the civil service commission.

Of the eight, five will be placed on

regular night patrol duty, with the other three to serve as relief.

The additional men will go to Sheriff Long a total staff of 92 persons, of which 37 will be on the patrol duty.

The sheriff will use the new officers to strengthen the coverage of the Lafayette-Orinda district, the section from Walnut Creek south to Danville and the county line and the area on the outskirts of Concord, Pittsburg and in the eastern section of the county.

The sheriff's patrol cars now cover 700 square miles of unincorporated territory throughout the county.

### Hearing On Park Program

A public hearing has been called for July 5 by the Alameda City Council on proposed plans for improvements to Krusi Park.

Despite protests against inclusion of a baseball field, campfire circle, fire apparatus and other equipment in the project, the city planning board has approved the plans.

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# Destroyer Division 72 Visits Bay Area

THE FIRST DIVISION OF DESTROYERS to be reactivated on the Pacific Coast since the war, arrived in San Francisco Tuesday, June 14, from San Diego.

The force, commanded by Commander E. J. Mulquin, USN, consisted of the 200-ton destroyers BLUE, CUNNINGHAM, HARRY HUBBARD, and JANS.

Reactivation of the ships marks the Navy's recently-announced emphasis on anti-submarine warfare. Personnel on the ships came from the battleship USS WA, recently decommissioned, and from many other warships put in mothballs under the Navy's post-war policy.

The force, Destroyer Division 72, is activated as a "test case" to determine how quickly laid-up ships could be put to sea. The actual time of reactivation is a secret, but officials in the division reported the speed surpassed all expectations.

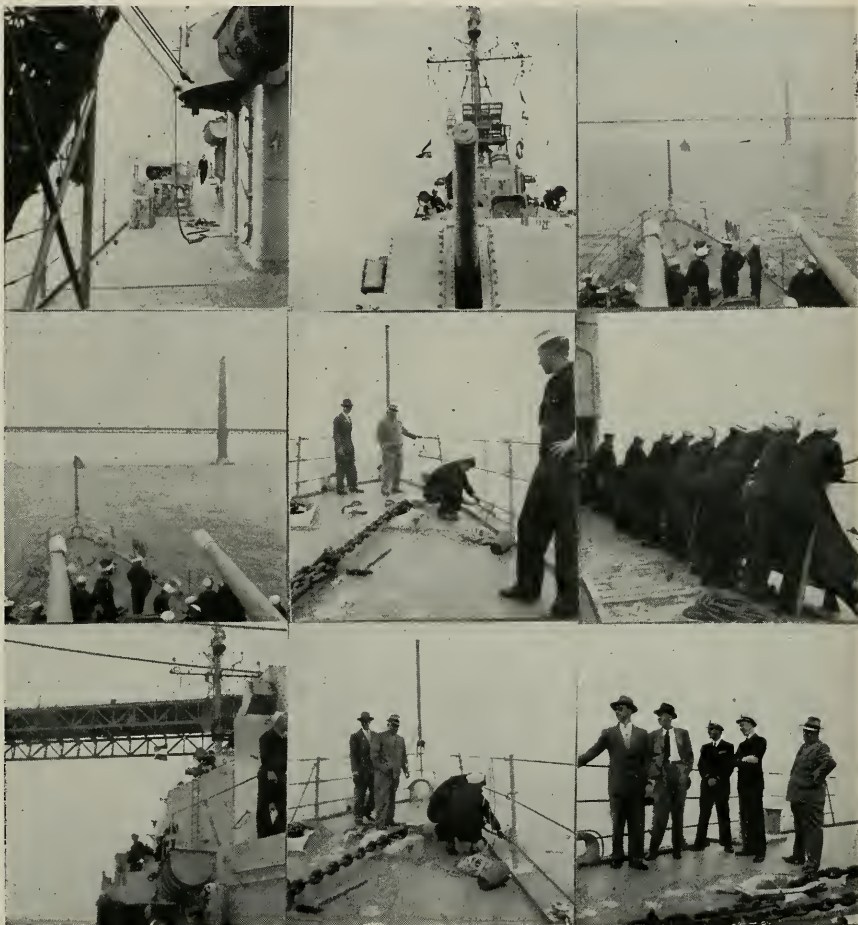
Although the destroyers are actually in commission, much work remains to be done, and the ships are undergoing a three-month refit at San Francisco Naval Shipyard, Hunters Point. During the two years the ships were out of commission in San Diego, the Navy made great strides in radar, submarine detection, and gunnery, so the Hunters Point work will serve to bring the destroyers up to date.

The ships are of the Sumner class and are 376 feet in length. Turbines drive the destroyers at 30-plus knots, developed from 60,000 shaft horsepower. In armament, the ships are the most powerful destroyers in history. Main battery consists of six 5-inch, dual-purpose guns. Anti-aircraft defense is handled by some 12 40 millimeter automatic guns. Ten torpedo tubes in banks of five are carried. The ships also pack an anti-submarine weapon in the form of numerous depth-charge racks and projectors.

After overhaul, the Division will commence its "shake-down" period in San Diego, during which officers and men will undergo intensive training.

By the latter part of 1949, Destroyer Division 72 will take its place with the Fleet . . . the most efficient, dead-end type of warship ever developed.

Newsman, guests of the Navy on a trip to San Diego by plane and return on Destroyer Division 72 proved to be old sea dogs with never a casualty by mal-de-mer. Record publisher Geo. H. Allen snapped photos shown below as the division entered the Golden Gate.



## Richmond Police Bulletin

The Richmond Police Department went into the monthly magazine business recently with publication of issue number one of the Richmond Police Bulletin.

The first edition contains 19 pages, mimeographed, and is to be published monthly "for the personnel of the department and persons interested in the

work of the Richmond Police Department."

In a short introduction Chief Wymann W. Vernon states the hope of the publishers is that through the Bulletin each "member of the department no matter to which division or type of police work he is assigned will have a better understanding of the work and problems of the entire

department."

Articles in the first issue are by Patrol Capt. Ernest Phipps, Capt. of Inspectors George W. Bengley, Traffic Capt. Earl Fitch, Capt. of Records and Service Charles E. Brown, Sgt. Delmer T. Priest of the crime prevention bureau, Judge Clare D. Horner and Deputy District Attorney John Nejedly.

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## S. F. Advertising Club Members Enjoy American Airliner Flight

**N**EW SITTING FOR SMALL BUSINESS MEETINGS, civic group gathering and sightseeing jaunts in the Bay Area is in the air over such scenic spots as Lake Tahoe and Yosemite National Park. More and more groups are scheduling meeting, luncheon and sightseeing trips aboard the big airliners which serve the area.

Typical of this type activity was the luncheon-sightseeing flight made

on June 11 by members of the San Francisco Advertising Club and their guests—about 50 persons altogether. The group assembled at Mills Field at noon that Saturday and the passengers were checked onto a four-engine American Airlines DC-6 Flagship.

While Flight Engineer Lou Bartok connected the plane's public ad-

dress system with a program of lunc- cheon music being featured by a new radio station, Stewardesses Lill O'Suna and Vickie Foster (the former a native of Oakland) and Assistant Operations Manager A. H. MacMillan began serving a lunch of half-bread of chicken with trimmings. The meal was the regular in-flight me-

(Continued on next page)



1—Here is the entire flightseeing group taken after the Advertising Club party had returned to Mills Field. 2—Miss Kay Hart, of Standard Oil, learns some of the intricacies of a DC-6 flight deck from Capt. Fred Chambers (center) and Flight Engineer Lou Bartok. The plant was not on automatic pilot. Capt. Richard Vickers (sitting on the left side of the cockpit behind Miss Hart) was handling the controls at this point. 3—A. H. MacMillan points out sights on the starboard side of the plane as members scramble to get a birds-eye view of Yosemite National Park.

4—Stewardesses Lil O'Suna (left), of Oakland, and Vickie Foster prepare an after-lunch cup of coffee for City-County Record Editor Geo. H. Allen, one of the Advertising Club members who made the trip. Lil handles the sugar, while Vickie pours cream and does the stirring honors. Incidentally, the editor drank the coffee himself. 5—Advertising Club executive director Florence Gardner obviously enjoys the story which American Airlines district sales manager Dick Baker has just told her. Miss Gardner, like editor Geo. H. Allen, Standard Oil's Ted Huggins, club counsel Elliot Epstein and others, is a veteran of many thousands of miles of air travel. But she never turns down

the opportunity to add to her hours aloft.

6—A. H. MacMillan, American's assistant manager of operations at Mills Field, passes mints around to some attractive women Advertising Club members who made the flightseeing trip. Florence Gardner, the club's executive director, helps herself, while (left to right) Mrs. Adelaide Dunn, Francis Waldron and Sylvia Murlin look on. 7—Apparently enjoying their smooth scenery, the flight or all of them are Editor Geo. H. Allen (right) and his son, Gene. It was Gene's first DC-6 airliner trip, although he is a skilled aircraft mechanic. Looking over the seat is Mrs. R. C. Snider. 8—Back in their places now, with sea belts fastened, the Advertising Club group prepares for the landing at Mills Field after their luncheon-sightseeing trip.

9—Each American Airlines DC-6 "day version" plane has a lounge in the rear seating six persons. Here passengers can play cards, get a good view of the country or just enjoy a change of seat. Elliot Epstein, Sylvia Murlin and Mrs. Starr Dunham used the lounge for conversation. American's DC-6 "slow version" planes use the lounge space for berths.



ered by American on its transcon-  
ental trips.  
As the last few persons were being  
ved (meals ordinarily are served  
the ground, so that they don't in-  
ere with the sightseeing), Captains  
Hard Vickers and Fred Chambers  
arded the craft preparatory to take-  
Capt. Chambers tok over the pub-

lic address system to welcome the  
guests aboard, explain the flight plan  
and to introduce Ted Huggins and  
Elliot Epsteen, of the Advertising  
Club, each of whom spoke briefly.

Then the Flagship taxied to the end  
of the runway, ran up its powerful  
engines, swept down the runway and  
took off on an easterly course, after

circling San Francisco. The flight  
went east to Lake Tahoe, then south  
to Yosemite before returning to Mills  
Field.

During the entire trip, Capts.  
Chambers and Vickers pointed out  
places of interest—the various cities,  
lakes, mountains and the like—and

explained operations of the big ari-  
liner. Passengers were permitted to  
enter the flight deck, where the pilots  
and the flight engineer briefed them  
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(Continued from page 9)

"Fortunately, steps are now being taken in that direction through the Bay Area Airport Planning project, co-sponsored by the Council, which is being carried out by the San Francisco Planning Commission and other planning and aviation groups in the nine Bay Counties.

"Now nearing completion, this study will project current and future air transportation and airport trends in the Bay Area for the next 20 years. It provides a basic pattern for the tremendous growth anticipated for the Bay Area's aviation industry from 1950 through 1970."

The Bay Area air transport study, another in the series of important economic research reports on Bay Area economic progress being issued by the Council, was developed by Raymond Reeves, Council research director, with basic source data and tabulations provided by Julian C. Riley, Senior Statistician, California Aeronautics Commission.

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**William H. Park P. G. & E. Manager  
New Head of Oakland Chamber**

**W**ILLIAM H. PARK, division manager of the Pacific Gas and Electric Company and active in civic, Community Chest and fraternal affairs, is the president-elect of the Oakland Chamber of Commerce. He succeeds James H. L'Hommedieu, vice-president and general manager of the Alameda-East Bay Title Insurance Company, and will take office July 1.

The president-elect, a native of Modesto, is a past president of the Berkeley Chamber of Commerce and

mercer officers for the ensuing fiscal year, 1949-50, are:

Walter Eggert, general manager; Moore Business Forms, vice-president; Fred Rirschler, general manager; H. C. Capwell Company, vice-president; Orton Lucas, general manager; Hale Brothers, vice-president; J. I. ton Turner, attorney, treasurer; D. M. Follett, general manager, Oakland Chamber of Commerce; Mary F. C. ford, assistant to the General Manager and David A. Silverman, assistant general manager and secretary.

**Water Rates  
To Be Reduced**

A decrease of 10 cents per cubic foot in Martinez' water rate will become effective during the middle of July following the opening of the new filtration plant late in month, it was announced recently.

Under the present schedule, charge is 27 cents per 100 cubic feet up to 400 cubic feet, with a minimum charge of \$1.50. The new rates will provide a \$1 minimum with a charge of 10 cents for each 100 cubic feet over 1,000 cubic foot minimum.

**WILLIAM H. PARK, Div. Mgr.**

Pac. Gas & Elec. Co., Heads Oakland Chamber of Commerce.

graduated from the University of California with an electrical engineering degree in 1926. During his college days he was a star pitcher with the California Bear Nine and an officer of the Sigma Phi Epsilon Fraternity.

Park is affiliated with the Oakland Rotary Club, Scottish Rite, Aahmes Temple and the Athenian-Nile and Athens Athletic Club. He and his wife, Olive, and their daughter Miss Claudia Park, who will enroll at Santa Barbara State College next fall, reside at 628 San Miguel, Berkeley. Park has been associated with the Pacific Gas and Electric Company for 25 years, being named division manager three years ago.

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## Oakland Chamber's Research Dept. Shows Healthy County Development

NEW EVIDENCE OF ALAMEDA COUNTY'S continued healthy development as one of the nation's leading industrial centers has been revealed by the Oakland Chamber of Commerce in an analysis of preliminary reports of the government's 1947 Census of Manufacture.

Highlights of the analysis, prepared by the Chamber's Research and Statistics Department, were:

One-fifth of the working population was employed in the county's 1185 manufacturing plants, compared to the one-sixth of the working population figure of 1939.

Alameda County ranked 33rd among the 127 industrial counties of the United States in three major categories. These were total manufacturing employment of 66,200 industrial workers; production workers' annual wages of \$161,300,000; and value added by manufacture of \$408,500,000.

In 1939 Alameda County employed half as many industrial workers and ranked 51 in the nation, the Chamber's report pointed out.

Average annual wages of Alameda County production workers in 1947 showed a 100 percent gain over the 1939 figure. The average annual wages for 1947 was \$2,987, more than double the \$1,400 of 1939. The gain, exceeded the 60 percent rise in the cost of living index by a considerable margin and as a result Alameda County factory workers enjoyed a higher standard of living than ever before, in 1947, the Chamber's report stated.

Healthiest sign in the march of industrial progress was the county's 64 percent increase over 1939 in the average number of workers per plant, a gain in which Alameda County surpassed both Los Angeles and San Francisco counties and narrowed the gap between the newer industrial centers of the west and the long established manufacturing concentrations of the east and middle west. Alameda County's 1947 record was 40 workers per plant in 1,185 plants, in comparison

to the 1939 figures of 28 workers per plant and 978 plants.

The Oakland Chamber's analysis credited this gain to expansion of existing plants and the attraction to Alameda County of the larger plants in competition revolving around the westward march of industry.

The Los Angeles and San Francisco counties showed an average of 29 and 24 workers respectively per plant in 1947, the report revealed.

Alameda County's industrial partner, Contra Costa county, with its large petroleum and steel industries averaged 198 workers per plant in 1947, which topped the heavy industrial center of Wayne County, Michigan's 108 workers per plant. The Contra Costa county 1947 figures presented an 80 percent gain over 1939. The Oakland Chamber analysis followed progress reports disclosing the Oakland side of the bay, which holds the bulk of the Bay Area's industry, agriculture and population, is steadily increasing its lead over the San Francisco-San Mateo-Marin counties sector.

The analysis was accompanied by a chart giving detailed census information on the five principal industrial counties of California.

## Oakland Chest

Official Named

Appointment of Ed. H. Richardson, realty company sales manager, as chairman of the Oakland Community Chest's 1949-50 campaign speakers bureau was announced this week. He announced plans for recruiting 200 men and women for training in the speaker's bureau.

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## Bay Area Council Release Shows Moderate Employment Gain

**B**AY AREA employment trends are currently showing a moderate improvement, and the general decline in job opportunities has apparently come to a halt in many lines for the time being, according to a spot-check of employment activities in 17 principal cities of the nine Bay counties released by the Bay Area Council.

The Council's information, developed mainly with the cooperation of field offices of the California State Department of Employment, shows local reports expressing 'restrained optimism—with the notable exception of waterfront employment'.

Reports from a majority of communities show an increase in new job openings due to expanding activities of seasonal industries, including construction and agriculture. At the same time, some industries and service firms which experienced temporary business setbacks are now showing some recovery in terms of added employment.

Conversely, the San Francisco industrial employment office continued to show a pessimistic outlook for May, with some layoffs continuing, and few job opportunities available.

Oakland employment offices report a slight improvement in the job situation in May, but stressed the fact that "In spite of the larger number of job applicants, all job orders received could not be filled because of in-



FRANK E. MARSH, General Manager  
San Francisco Bay Area Council

creasingly restrictive employer qualifications."

The average weekly claim load in unemployment compensation dropped off in a majority of Bay Area employment offices. The employment situation ranged from 'sharp increase' in the Napa, San Rafael, and San Rosa areas, to 'slight gains' in the San Jose, Hayward, Alameda, Palo Alto and Richmond areas, with no employment change in San Mateo, Vallejo and South San Francisco.

## Board Cuts State Fair Admission To 50 Cents

To make it possible for more people to see the 11-day California State Fair next September 1 through 11, the Board of Directors has reduced the admission price to 42 cents. With the federal tax added, the total admission charge next Fall will be 50 cents instead of 50 cents, plus tax, or 60 cents total as in previous years.

The new price does not affect the admission charge to the races night show or horse show, which will remain at 50 cents, plus a 10-cent tax.

Directors also acted on concessions of twelve years or under 25 cents for admission to the afternoon races when there is pari-mutuel betting, and ruled that they must be accompanied by their parents. Those over twelve years are not affected by the new charge and will pay the regular 50 cents, plus tax, admission.

Directors also acted on concessions bids for the carnival hot dogs and hamburgers, general beverage, frozen custard and other minor concessions.

Craft Shows, which bid 11 cents on a per capita basis, paying the Fair that amount for each admission at front gate was awarded the carnival concession. Foley and Burk, which operated the carnival at the State Fair last year, bid 10 cents as did Ferris

Greater Shows. Frock and Meyer bid only on a children's carnival.

The general beverage concession and that for hot dogs and hamburgers was awarded to Pacific Catering Company of San Francisco.

## Ivan Thomas Names Fair Race Secretary

Ivan Thomas aide to William Kyne at Bay Meadows and racing secretary at Kyne's Portland Meadows track, has been named secretary for the running races at the 11-day California State Fair next September through 11. Kyne has agreed to act in an advisory capacity, and with Thomas as racing secretary, their prestige is expected to bring entry many additional high quality horses.

At the same time directors approved recommendation of the race committee that Harry Hatch be hired as secretary for harness races. He served last year as secretary for both running and harness races.

This year's budget provides for minimum purses of \$1,000 during the nine days of pari-mutuel betting, topped by the \$10,000 Governor's Hand cap on Admission Day.

Harness racing on two Sunday afternoons, without pari-mutuel betting, already has been authorized by the directors, and five races for the standard-breds are planned each Sunday.



## Main Street Goes to Art Show

By **RIDGELY CUMMINGS**

THIS is going to be about an art exhibit but don't go away now because I promise not to use any of the gibberish usual palmed off as art criticism. I wish I had a copy of one of the little magazines that go in for art with a capital "A" so I could write some of the exotic and meaningless phrases in which the esthetes dress his reactions.

Frankly, I couldn't be that abstruse. I tried. I guess I just don't have the mental attitude or the vocabulary.

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When I was talking with the young man at the desk of the San Francisco Museum of Art, up on the top floor of the Veterans Memorial Building, at Civic Center, I remarked of some ink splashes signed by one Elmer Bischoff of San Francisco that I had a three year old son who could do better. Mr. Bischoff's exhibits looked as if he had stood at thirty paces and thrown an inkwell at some drawing paper.

As soon as we got away from the desk, after having picked up some interesting information which I will



**RIDGELY CUMMINGS**

impart to you in a moment, the young lady who was with me said, and I quote her verbatim: "You ought to call your column the Man in the Street."

Why, I wanted to know. "Because," she said, "the information clerk must hear that remark about a three year old boy doing better at least six times a day. It's just what the man in the street would say."

Well, I immediately rose to the defense of the M in the S saying he was frequently correct in his judgments and certainly he would be as far as the ink spots were concerned.

So much for Mr. Bischoff. Let me tell you about the artist whose work I liked.

Her name is Dorothea Tanning. She has two paintings on view, both large and both colorful. One is a self-portrait and if Miss Tanning has not over-emphasized her charms then I'd like to meet her. She appears young and beautiful but alas, the young man at the desk told me she is very happily married to a veteran artist named Max Ernst. The two of them live somewhere in Arizona and paint rather fancifully.

The husband, Max Ernst, recently won some kind of a movie contest with a gory painting of the Temptation of Saint Anthony. His wife's work reminded me of Salvatore Dali, clean draftsmanship, rich color and smooth surfaces and I learned that

maybe there is a reason. It seems that Ernst and Dali were associated with Man Ray in the Dada movement, the beginning of surrealism. Perhaps Dorothea Tanning has picked up some of this through association.

The picture I like best in the whole show was an oil of Miss Tanning's titled "A Very Happy Picture". It consisted primarily of a male and a female figure, half swathed in a floating silver sheet. What one could see of the female appeared enticing and the man was smiling as he floated forward. The two were soaring in what appeared to be a waiting room of the Grand Central station. Behind them in the background was an information booth and a clock that read two, probably two a.m. since the atmosphere was definitely on the deserted side.

Also in the picture were some suitcases, an umbrella and a huge bunch of red roses. Don't ask me why I liked it better than many others that made more sense. I don't know.

The self-portrait is called Birthday and shows a half-dressed girl

standing beside a long corridor of opened doors, implying, I suppose, the mystery of the future that faces each of us. In the program Miss Tanning is quoted as saying of this picture:

"What is a portrait? Is it mystery and revelation conscious and unconscious, poetry and madness? Is it an angel, a demon, a hero, a child-eater, a ruin, a romantic, a monster? Is it a miracle or a poison? I believe that a portrait particularly a self-portrait should be somehow, all of these things and many more, recorded in a secret language clad in the honesty and innocence of paint."

Isn't that a nice bunch of words. She must be a smart woman, Miss Dorothea Tanning. That "secret language clad in honesty" throws me for a loss but it should go over big down at 12 Alder Place. Incidentally, that address reminds me I promised to mention some water colors of a local artist named G. K. (Ken) Potter, currently on view at the Poor Richard gallery in San Mateo. One word description: pleasant.

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**MERRITT C. SPEIDEL**

(Continued from page 6)

"Certainly," she replied. "And Mother does, too, because she knows Merritt likes to get news."

Speidel not only had the ability to win friends and administer a business but he also displayed the courage of a truly great publisher by fighting political corruption and winning benefits for the people.

Nothing can be as nastily personal as small town politics and Speidel courted disaster when at Port Jervis he bucked the entrenched machine in a fight for a health ordinance. After four court trials that were mere pleasant interludes between threats of personal and professional trouble, his program was put into effect.

**DIFFICULT TO ACCEPT**

Because his appearance and actions belie his age, it is difficult to accept the fact that Speidel's friendship with titans of United States politics and government span the eras marked by President Theodore Roosevelt, Charles Evans Hughes governor of New York, Governor Dewey and President Franklin D. Roosevelt.

During that span of years, he not only practiced what he preached in the interests of good government on the local scene but his influence was felt at the state and national level.

"I believe," he says, "that if a newspaper is right in its purpose and honest in its efforts, nothing can stop it, no threats, no charges, nor anything else. All the editor must do is to have the courage to fight—and fight."

He continued to practice that policy. His newspapers reflect his determination that the citizens of a community shall be given good government. One of his closest business associates sums up the Speidel philosophy of publishing as follows:

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From New York State, Speidel moved to Ohio, purchasing the Piqua Daily Call. This brought him into contact with a fellow editor and publisher, Warren G. Harding, who was to become president of the United States. He also formed a friendship with Governor James M. Cox—a Democratic presidential nominee.

Despite the demands of his professional work, Speidel always has found time for civic work and non-elective governmental assignments.

When the political appointments came around, they were tendered by both parties although he nominally is a Republican. When legislative confirmation was required, it was unanimous. He gives his time without

(Continued on next page)

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servation to such civic activities as the Community Chest and Boy Scout work. In this respect, he might be awarded the title of "Mr. Civic Leadership."

On April 24, 1912 at Piqua, Ohio, Speidel married Miss Edna Meredith. The union were born three children: Robert Meredith Speidel, publisher of the Visalia paper; Merritt Charles Speidel, Jr., a student at Stanford University; and Mrs. Joseph Edy, of Los Angeles.

The eldest son matriculated for his college education at Stanford because he wished to have the experience of living on the Pacific Coast, the nation's frontier. His father agreed it was a good idea and Herbert Hoover, a friend, recommended Stanford.

When he came west to discuss his son's collegiate future with Hoover, Speidel had no intention of acquiring a newspaper in California. He decided upon buying the Salinas Index-Journal, now the Californian, in 1936. He later acquired the Reno papers and when the Visalia daily was purchased after the war, his oldest son was made publisher—on his own. He seems to be doing rather well, as the 108 page special progress edition published recently will testify. This publication incidentally was nearly double the size of the largest previous newspaper ever published in Tulare county.

The business offices of the organization are maintained at Colorado Springs. The editorial offices are in the unpretentious suite of offices at the corner of University Avenue and Emson street in Palo Alto.

There each day, Speidel somehow finds time to check each edition of his publications, offer suggestions, encourage each editor to greater efforts in publishing local news, particularly use news items that have names as their foundation. This ingredient is one of the secrets of the formula of successful publishing, he believes. And there is nothing like results—no mat-

ter how you measure it, by profit, by prestige, or circulation, to prove him correct.

Speidel Newspapers Inc., is not a holding company, but rather a service and research organization for the Speidel transcontinental group of newspapers.

In addition to those previously mentioned in the membership, others include;

Press-Citizen Company of Iowa City; Chillicothe (Ohio) Newspapers, Inc.; Reno Newspapers, Inc.; Poukheepsie, New York, Newspapers, Inc., the Visalia Newspapers Inc.; and the Cheyenne, Wyoming, Newspapers, Inc. He also has radio interests in New York as well as in California.

The work of keeping an eye on these publications, offering suggestions but never dictating editorial policy for that is the right of local editors, would seem a task requiring more than 24 hours a day.

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But Speidel accomplishes the detail with ease—perhaps because he has had so much practice at it during his 55 years in the newspaper business. He also finds time for his numerous civic activities that have brought him affiliations and honors in the Bay Region and Northern California. In addition he is a member of numerous professional organizations and has been honored by many of them for outstanding achievements in his profession.

Short, he walks with a quick, springy step. His energy output is greater than that of a man half his years in better than average physical condition. His manner is something like that of an enthusiastic cub reporter to whom life is wonderful because each day brings something new in experience, something interesting.

#### HOLDS ENTHUSIASM

Speidel is one of the few cubs who never lost his enthusiasm for his job. He never lets the realization that idols sometimes have feet of clay discourage him, or does he let illusions shattered by living, tinge his life and thinking with a cynical veneer. Whether he is analytical or joyous in his actions, he is the personification of the highest type of citizen of a democracy.

That probably is why both Governor Warren of California and Governor Dewey of New York, during the same year, sent him autographed photographs, paying tribute to an outstanding citizen of California and New York.

Northern California is lucky that Speidel has chosen to live in the region to expand his business interests here, to participate in the affairs of the community. He will give the community much more than he can take from it. Its gain will be in dividends of better living, better government, and greater progress toward the goal of ideal democracy in action, for the benefit of all individuals.

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(Continued on next page)



## AROUND and ABOUT

.....(Continued from page 2).....  
t and milk and cook over boiling  
ter until custard consistency. Soften  
atin in cold water, add to hot cus-  
d, stir until dissolved, add cheese,  
non juice and rind. Cool, then fold  
cream and one beaten egg white.  
Place the above in a crust of Zwie-  
ck or Graham Crackers, save some  
ombs to sprinkle over the top. Let  
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do something different some eve-  
g? Would you enjoy a stage pro-  
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ARTHUR W. KOHNER ..... Wells Fargo & Union Trust Co.  
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(Continued on next page)

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(Continued from page 29)

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HE 1-2121BUILDING INSPECTION —\*..... Superintendent, 269 City Hall,  
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Page Thirty-Two

CITY-COUNTY RECORD

June-July, 1949

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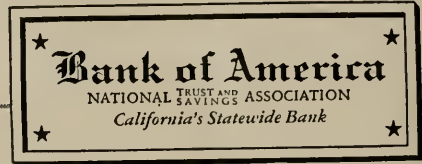
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Oakland, California

## Ford Motor Co.

Richmond Branch

Richmond, California

1414 S. 10th St. Phone Richmond 3500



*Condensed Statement of Condition, June 30, 1949*

### RESOURCES

Cash in Vault and in Federal Reserve Bank . . . . .	\$ 687,006,984.70
Due from Banks . . . . .	288,238,043.20
<b>TOTAL CASH . . . . .</b>	<b>\$ 975,245,027.90</b>
United States Government Obligations, direct and fully guaranteed . . . . .	1,563,604,077.72
State, County, and Municipal Bonds . . . . .	300,990,957.59
Other Bonds and Securities . . . . .	143,454,811.67
Stock in Federal Reserve Bank . . . . .	7,188,800.00
Loans and Discounts . . . . .	2,733,932,853.85
Accrued Interest and Accounts Receivable . . . . .	19,913,196.99
Bank Premises, Furniture, Fixtures and Safe Deposit Vaults	44,500,860.45
Other Real Estate Owned . . . . .	217,109.54
Customers' Liability on account of Letters of Credit and Acceptances, and on Endorsed Bills and Notes	55,191,350.93
Other Resources . . . . .	889,623.35

**TOTAL RESOURCES . . . \$5,845,128,669.99**

### LIABILITIES

Capital . . . . .	\$ 127,975,650.00
Surplus . . . . .	111,650,000.00
Undivided Profits . . . . .	57,653,373.06
Reserves . . . . .	4,778,309.83
<b>TOTAL CAPITAL FUNDS . . . . .</b>	<b>\$ 302,057,332.89</b>
Reserve for possible Loan Losses . . . . .	40,047,120.18
Deposits { Demand . . . . . \$2,799,079,905.21	5,407,671,570.90
{ Savings and Time . . . . . 2,608,591,665.69	
Liability for Letters of Credit and as Acceptor of and Endorser on Acceptances, Bills, and Notes . . . . .	56,360,669.18
Reserve for Interest Received in Advance . . . . .	13,031,565.70
Reserve for Interest, Taxes, etc. . . . .	25,960,411.14

**TOTAL LIABILITIES . . . \$5,845,128,669.99**

*This statement includes figures of the Bank's foreign branches*

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# CITY-COUNTY RECORD

VOL. 16, No. 8 — AUGUST, 1949

SUBSCRIPTION — \$5.00 Per Year

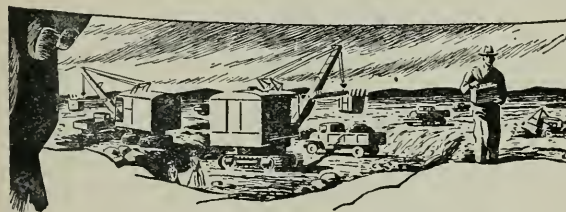
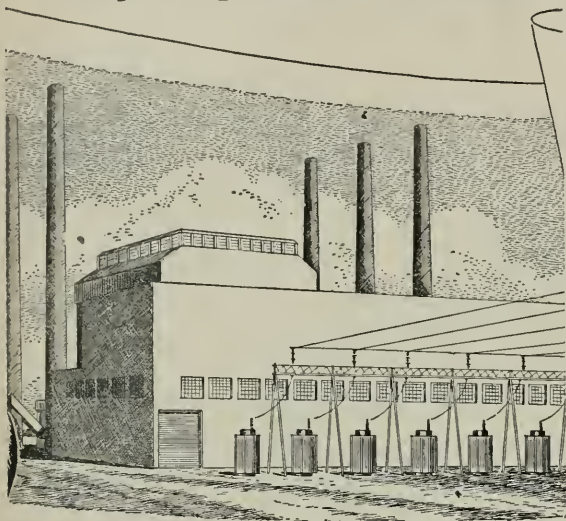
THE MAGAZINE OF GOOD GOVERNMENT



**CLAIRE V. GOODWIN, President**  
**Oakland Board of Port Commissioners**

(See story page 5)

## Work begins on 76th major power plant



One of the largest powerhouses ever built in California is now under way — Contra Costa Steam Plant. When completed, it will become P.G. and E.'s 76th major plant—will create 402,000 new electrical horsepower

That's enough energy to supply Oakland, Stockton, Richmond, Tracy, Emeryville and South San Francisco. It will include three mammoth generators, fuel oil storage tanks, switch yards and boilers tall as eight-story buildings.

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# CITY-COUNTY RECORD

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### Contributing Editors:

William Flynn—Record Biographies; Whit Henry—Around and About  
H. L. Little - William C. Hall — Special Writers

Publication Office: 1005 Market Street., San Francisco 3, HE. 1-1212

"WE'LL CALL A SPADE, A SPADE"

Subscription \$5.00 per year. Issued monthly.

VOL. 16 — No. 8

AUGUST, 1949

## Around and About

A UNIQUE ORGANIZATION in San Francisco is Forty Plus of Northern California that occupies desk space in the Industrial Office of the State Department of Employment at 170 Tenth St. It is unique because it is the first organized effort of former executives over 40 years of age to solve the problem of re-establishing themselves in industry by their own cooperative action.

Forty Plus has four objectives: (1) To improve the position of executives over 40 years old. (2) To demonstrate to employers and the public that this type of man with a creditable record of business achievement is a valuable and economic asset to any organization. (3) To show that it is advantageous for employers to eliminate arbitrary age deadlines that discriminate against capable men over 40. (4) To definitely prove to employers that the man over 40 has more real experience, is more responsible, more skillful and more to be relied upon in matters of judgment than younger men who are still in their formative years.

Members of Forty Plus must devote a part of their time to seek employment for other members. The State Department of Employment should be congratulated for lending able assistance to Forty Plus of Northern California. It is no sin to grow old.

THIS IS THE TIME of year when people are talking of the vacation they have had or the vacation they are going to take. For either a week-end or a long trip the Redwood Empire still remains as one of the scenic wonderlands of the world and best of all it is practically in our backyard. Actually, San Francisco is the southern most unit of the Empire which is bordered on the north by Josephine County in Southern Oregon. Mountains, valleys and coastline all join to make the Redwood Empire the vacation paradise that quickens the imaginations of all its visitors, whether they see it for the first time, the fiftieth time, or the

hundredth time. If you are planning a trip through the Redwood Empire don't fail to get the illustrated guidebook that is free to all who request it.

FROM TIME TO TIME, reference is made by supposed informed people that the Ferry Building, San Francisco's most distinguished landmark, is only a relic of the past and will soon be torn down in the name of progress. A few facts should dispel such erroneous thoughts. Approximately 1500 people are employed in gainful occupations in the office in the building. Every month, over 100,000 people travel through the building to board or disembark from ferry boats that the Southern Pacific still operates. Between 20,000 and 30,000 people enter the office of the State Department of Employment each month. Some of the other state organizations in the venerable landmark are the State Game Commission, the Division of Mines, the Board of Harbor Commissioners and the Bureau of Parks. Two unions have their offices there. Three restaurants are open daily. The Waterfront Employers Association pays the longshoremen from a central office. The Office of Naval Procurement has its offices in the building. It does several contractors who specialize in contracts for the Navy in the San Francisco area. On the second floor is a relief map of California, the largest in the world, incidentally. It is visited daily by hundreds of sightseers and natives alike, and during the school year the shouts of gleeful young America echo up and down the long foyer as teachers of geography (Continued on page 23)



# Karl Weber of Hotel Whitcomb Heads New San Francisco Group

Announcement is made of the formation of the Central San Francisco Association, to advance the Civic Center area, with a program of activity leading under way. President of the new organization is Karl C. Weber, President and General Manager of the Hotel Whitcomb, Market Street at 14th. First Vice-President is Sidney A. Jaag, Crystal Palace Market; Second Vice-President is A. A. Smith, Pacific Greyhound Lines. Howard Breeding,



**KARL C. WEBER**  
Pres. and Gen. Mgr. Famous  
Whitcomb Hotel  
ew Pres. San Francisco Civic Club

public accountant, 1141 Market Street, Secretary-Treasurer.  
A luncheon meeting of the Central San Francisco Association was held at the Hotel Whitcomb on Thursday, August 4th, at which plans for the coming months were outlined, with discussion of "greater attraction and

service" for the area bounded by Twelfth Street and Golden Gate Avenue.

Directors of the Central San Francisco Association, besides the officers, are: Rucl Baker, Bank of America; Morris Benatar, Benatar's Drug Stores; Irvin E. Compton, Gene Compton's; Al Dunn, Orpheum Theater; Edwin W. Genberg, American Trust Company; Milton Harper, Marshall Square Building; C. E. Macdonald, Marshall Square Building; Alfred H. Meyer, Leo J. Meyberg Company; Harvey A. Miles, Harvey A. Miles & Company; John W. Pettit, Yellow Cab Company; Frank K. Runyan, Western Merchandise Mart. The new association is formed as a non-profit, non-political corporation, and President Weber announces that committees have been appointed for various important activities, and that they are already working for the advancement of the Civic Center Area.

## Phone Chief Promoted to Vice President

Lyle M. Brown, for the past 23 years Division Manager of the Pacific Telephone and Telegraph Company, San Francisco, was recently appointed Assistant to the Vice President and



**LYLE M. BROWN,**  
Vice President Pac. Tel. & Tel. Co.

General Manager, Glen Ireland, of the Northern California and Nevada Area.

Mr. Brown has been succeeded by Roy N. Buell as San Francisco Division Manager. Mr. Buell has 27 years service with the Telephone Company, and is well known throughout the city.

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## Letters To The Editor

KCBS

Columbia Broadcasting System, Inc. of California

Dear Mr. Allen:

Station KCBC and the Columbia Broadcasting System next week are presenting "You and San Francisco," five broadcasts featuring well-known San Franciscans talking to the entire nation about our city.

Knowing your keen interest in all matters dealing with San Francisco, I am sure you will welcome this unusual series, and trust you will be able to hear all the broadcasts next week.

Sincerely,

**ARTHUR HULL HAYES,**  
Vice President and General Manager.

## SAN FRANCISCO PUBLIC LIBRARY

Dear Mr. Allen:

We are endeavoring to formulate a Committee to again enroll in the Library Department's anticipated bond drive. We have every hope of again appearing on the ballot and are again asking the citizenry to support our plea for the successful passage of this very vital issue.

During the previous Bond drive you manifested such keen interest in our campaign that the entire Commission and myself as well are hoping that you will again enlist in this work.

I should be very grateful indeed for your word of acceptance so that the Committee may be set up and that we, as the result of this acceptance, will feel that this time we will accomplish our objective.

Ralph McGill, Chairman,  
Library Commission Bond  
Committee

## WESTERN MERCHANDISE MART

Dear Mr. Allen:

We want you to be our guest and to be seated at the special press table on the occasion of the semiannual Western Radio-Television and Appliance Trade Dinner, Wednesday Evening, August 3. This event will be a highlight feature of Western Summer Market in San Francisco, August 1 thru 6. Assuming that you can be present, we are enclosing a complimentary ticket for your use.

George A. L'Amoreaux,  
Promotion Manager.

## CROCKER AMAZON PARK

Improvement Association

Editor;

It is indeed a pleasure to write this letter to you at the request of our organization, extending our sincere appreciation for the time and generosity expended by you in helping to make our St. Patrick's Party a success.

Sincerely yours,  
**WILLIAM A. ANGELONI**  
Secretary

Editor;

**THE PACIFIC GAS AND ELECTRIC COMPANY** cordially invites you to be our guest on Monday and

Tuesday June 6 and 7, 1949 for a Press Tour of our hydroelectric construction project on the scenic Feather River. Transportation will be provided by chartered train with Pullman accommodations.

Editor:

Many thanks for the publication of my picture under the title "Recorded for Outstanding Community Service Bay Area Counties" in your April issue. I appreciate your kindness and thank you for all past favors.

Congratulating you on the new format and with best wishes for your future success, I am,

Sincerely,  
**JOHN B. MOLINARI, JUDGE**  
S. F. Municipal Court

Editor:

You are cordially invited to attend the Installation of Officers of the Ocean View Improvement Association on Wednesday Evening, June 1st, 1949 at 8:30 p. m., Masonic Temple, 17 Hillcrest Drive, Daly City, Calif.

Editor—

You are invited to have lunch and then a Bay Area flight on an American Airliner, Saturday, June 11, 1949 at 12:30 noon. Lunch will be served on the big DC-6 and the take-off will occur during lunch.

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# CLAIRE V. GOODWIN, President Oakland Board of Port Commissioners

CLAIRE V. GOODWIN, PRESIDENT of the Oakland Board of Port Commissioners, which directs the administration of the Port of Oakland and the Oakland Municipal Airport, has been associated with financial and public affairs in the San Francisco Bay area for many years. Goodwin was born in Pocatello, Idaho, the son of a railroad man with the Oregon Short Line. He had partly finished grammar school when his family moved to Oakland.

During his youth in the east bay he attended Durant grammar school, the Oakland High School, and the University of California. After completing his education he played professional baseball with different Pacific Coast and eastern baseball teams.

He entered the service during World War I, and at the Armistice was concluding his training in the officers training camp at Waco, Texas. Following the conflict he returned to Oakland and entered the security business, and was associated for a time with the Cavalier Company.

## ENTERED BUSINESS

In 1937 he entered the security business in San Francisco, and has been engaged in it ever since. At the present time he is a partner in the San Francisco firm of Walston, Hoffman and Goodwin at 265 Montgomery street.

In 1934 he was appointed a State athletic commissioner by the late Governor James Rolph Jr. and served with that body until 1936. Appointed to the Oakland Board of Port Commissioners on July 11, 1939, he served full term to July 10, 1945, when he was reappointed to serve until July 1, 1951. Coincident with his second appointment he was re-elected a vice president of the Board on August 7, 1945.

When John F. Hassler resigned his membership on the Board and its presidency to become City Manager of Oakland, Goodwin was elected to the presidency on December 23, 1946, and has filled that position ever since.

## APPOINTED DIRECTOR

Due to his interest in regional and national harbor and port administration affairs, he was appointed a director of the Pacific Coast Association of Port Authorities in 1947 and President of the California Association of Port Authorities in 1948. In April, 1948, Goodwin was appointed to the influential public ownership committee of the American Association of Port Authorities.

Goodwin is a member of the Claremont Country Club and many other organizations. He is an enthusiastic golfer, and is declared one of the best playing in the State.

He makes his home in Oakland at 201 Harwood avenue. Married, he is

the father of three sons, Vernon, Robert and William.

Keeping the welfare of the entire San Francisco Bay area constantly in mind, the Oakland Board of Port Commissioners under the chairmanship of Goodwin, is proceeding with its program to enhance the effectiveness of the Port of Oakland as a modern integrated sea, air, land center of transportation.

In recent months dredging was completed in connection with the filling of approximately 200 acres of marshland in the San Leandro Bay area north of the Oakland Municipal Airport, west of Hegenberger Rd., and south of the route of the East Shore Freeway.

Part of the Board of Commissioner's Master Plan to develop and improve port and airport facilities, the reclamation of the land, which will be used for industrial purposes, is the first unit of a project which will eventually result in the reclamation of all marshland north of the airport in the San Leandro Bay area—a total of 950 acres.

## DREDGING OPERATIONS

Dredging operations on the unit recently completed were begun last October by the San Francisco Bridge Co. under contract to the board at a cost of approximately \$600,000. The marshland has been raised about seven feet with the depositing of nearly 2,400,000 cubic yards of fill. The material was dredged from the tidal basin on which, eventually, a shipping terminal with berths for 28 oceangoing vessels will be constructed.

The newly reclaimed land is being allowed to settle and consolidate for a period before it is put to use for industrial sites. The other units of reclamation under the Board's Master Plan will be undertaken as required to meet the growing needs of industry in this area.

A clear indication of the growth and expansion of the Port was the amount of construction—nearly \$4,000,000 worth—which was carried out in the harbor area during 1948. In addition to port projects, the largest of which was the San Leandro Bay

reclamation already mentioned, private industry and other agencies also carried out considerable construction work at their own expense, either on their own land, or on property leased from the board.

Chief among these is the construction of an interceptor sewer by the East Bay Municipal Utility District, which is to extend from the Oakland Municipal Airport to the Outer Harbor area where it will connect with a disposal plant and an outfall sewer. Other projects were completed by the Board of Education, the Civil Aeronautics Administration, the Naval Station at the airport, the West Coast Fast Freight Co., the California Wire Cloth Corp., and the Pacific Drydock and Repair Co.

## HIRING HALL

A new Oakland maritime union hiring hall has been constructed on the southwest corner of First and Broadway by the Port at a cost of \$41,392. The building will be occupied by the Waterfront Employer's Assn. and the International Longshoremen's and Warehousemen's Union Local 10, and all maritime workers in the East Bay will be dispatched from the hall instead of the San Francisco hiring hall, as at present. The new hiring hall is expected to result in substantially lower costs to those engaged in marine shipping activities.

On the site of the old "nickel ferry" at the foot of Broadway, the board is constructing a berth and firehouse for the new municipal fireboat, Port of Oakland, which was obtained by the board from the U. S. Navy, and which is now being operated under a cooperative arrangement between the city of Oakland, the Oakland Fire Department, and the Port. Its usefulness was outstandingly demonstrated in the recent million dollar fire which destroyed Dock No. 4 at the Oakland Army Base.

## NEW FREEWAY

As the construction of the new East Shore Freeway by the State progresses, the board is continuing to cooperate wholeheartedly in making rights of way available and other steps to speed the construction of the high speed artery. To replace land deeded to the State for this purpose, the board has just completed the filling and redrock surfacing of 7.2 acres of land on the Estuary between Twelfth and Nineteenth Aves. Additional land will be reclaimed from the Estuary upon the construction of a bulkhead wall and the dredging of a new ship channel farther out in the stream.



Realizing fully that the East Shore Freeway would also provide a fast route to a second crossing of San Francisco Bay, the board has given full support to the proposal of the State Toll Bridge Authority for immediate construction of a parallel structure which would better serve the harbor and airport development of the Port of Oakland, relieve congestion on the present structure, and reduce traffic hazards for the 82 percent of the traffic which the State declares would continue to use the present route across the Bay.

At the Oakland Municipal Airport the board has completed arrangements with the Oakland park department for a beautification program in the vicinity of the airport passenger terminal buildings. William Penn Mott Jr., Oakland superintendent of parks, has informed the board that park department workmen will launch the work in the near future, and should complete it in about 30 days. Mott said an effort will be made to maintain a mass of color at the airport all year, and to carry out a rotation of blossoms

(Continued on next page)

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**CLAIRE V. GOODWIN, OAKLAND'S PORT HEAD**

(Continued from page 5)

such as in the Oakland city hall plaza. Tulips, daffodils, chrysanthemums, and other flowers will be used to maintain the colorful atmosphere.

Special arrangements are being made by Mott for the enclosure on the field side of the passenger terminal and international terminal building through the use of potted and tubbed materials. Vines will be utilized along the passenger canopy leading from the passenger lobbies of the two buildings to the various airplane loading gates.

The work will be carried out by the park department in return for use of a rectangular piece of port property at Third Ave. and East Seventh St. for five years as a temporary park department corporation yard pending the establishment of a permanent corporation yard elsewhere.

Two new construction projects were started at the airport during March. A drafting station to provide an auxiliary supply of water in case of a large fire in the warehouse and kodiak hangar area is being built on the Airport Channel for the use of the Oakland Fire Department. When the facility is completed, it will be possible for fire trucks to drive to the water's edge and drop suction hoses into the channel. A small addition to the passenger terminal building has been constructed to provide more space for the Civil Aeronautics Administration's

air route traffic control center. It is a one story frame and stucco building 24 by 15 feet.

The board is proceeding with the drawing up of plans for the construction of a new passenger terminal building and other improvements at the airport under the Federal airports program, and will proceed with the work as soon as the plans are completed, receive the approval of the Federal authorities, and funds are allocated by the CAA. An addition of approximately 1000 square feet to the passenger lobby of the present passenger terminal building will proceed at once. The addition is expected to relieve the present congestion in the terminal building until the new building is completed.

Need for these improvements was evidenced recently with the announcement by the Civil Aeronautics Administration that Oakland Municipal Airport was third in the nation during 1948 for total landings and take-offs of aircraft among the 25 leading transport airports in the United States, and that Oakland's air carrier operations increased 30 per cent in 1948 over 1947.

In concert with the Oakland Chamber of Commerce, the board is continuing the campaign to secure additional airline schedules at the airport to care for the rising traffic in the East Bay.

**Bay Area Council Report Shows 2nd Quarter Employment Gain**

IF THE MANUFACTURING employment picture in the Bay Area continued to improve at the same rate it has during this last April, May and June—in which 400 new workers were added to factory payrolls each month—there would be 5,000 new jobs in manufacturing at the end of the twelve-month period, according to a study released today by the Bay Area Council.

Based on data from the State Division of Labor Statistics and Research, the report shows that there have been no major decreases in manufacturing employment in any one classification with the exception of shipbuilding and repair.

Bay Area manufacturing lines showing increases for June over May are bakeries, beverage products, meat products, food processing, textile mill products, apparel, chemicals, petroleum refining and other petroleum industries, rubber goods, and leather.

There were also increases in lumber and timber plants, furniture, stone, clay and glass products, tin can and other tinware, heating and plumbing supplies, and automobile and automotive equipment.

Hours of employment and hourly earnings have remained stable, too, in the first half of the year 1949. The average number of hours worked by production workers has been slightly in excess of 38 each week. Average hourly pay, including over-time, was \$1.66 in January, 1949, and in June the figure was \$1.656.

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# South San Francisco Constructs New Police Fire Department Buildings

By WILLIAM FLYNN  
Special Writer — The Record

VERY growing city faces two fundamental problems—police and fire protection for its inhabitants and their property. Sometimes the citizens are reluctant to assume the financial burdens of such responsibilities—but not South San Francisco. The reason may be the fact that the heads of the two departments are efficient administrators and representatives of the highest type of public servant.

South San Francisco nestles in the shadow of a brown and frowning hill that separates the metropolitan area of San Francisco from the less strident communities of the San Francisco Peninsula. Because of the nature of its industry and homes, it presents special public safety problems. But two individuals who are responsible for the performance of the police and fire departments have demonstrated not only their professional ability but their consideration for the citizens of the community.

## FIRE DEPARTMENT

The Fire Department operates under the direction of Chief and Chief Engineer Al J. Welte, who has been a resident of the community for more than 40 years. Head of the police department is Louis Belloni, an equally long time resident of South San Francisco.

Both men have qualified for their positions on the basis of merit and both take an active part in every function of their departments. Both are as individualistic as the community which employs them.

South San Francisco primarily is an industrial city. Some of its citizens commute to San Francisco to work as do other residents of the Peninsula, but thousands of them work at home. They are employed in South San Francisco steel and meat plants, in its chemical plants and in the huge aircraft maintenance bases established at the San Francisco Airport by United Airlines and Pan American World Airways.

## BUSINESS DISTRICT

The business district of the community does not have the rather incidental air of other Peninsula cities at the moment. Rather it is moving swiftly and surely as though the individuals who live in the streets were at home and going about their business at home.

In many respects, South San Francisco is so much like the San Francisco business district that one could not tell the difference if he was unaware of the fact that he had traveled down the highway from San Francisco to the town.

At the present time South San Fran-

cisco has a population of more than 16,000 persons. This figure represents almost a four-fold increase since 1940.

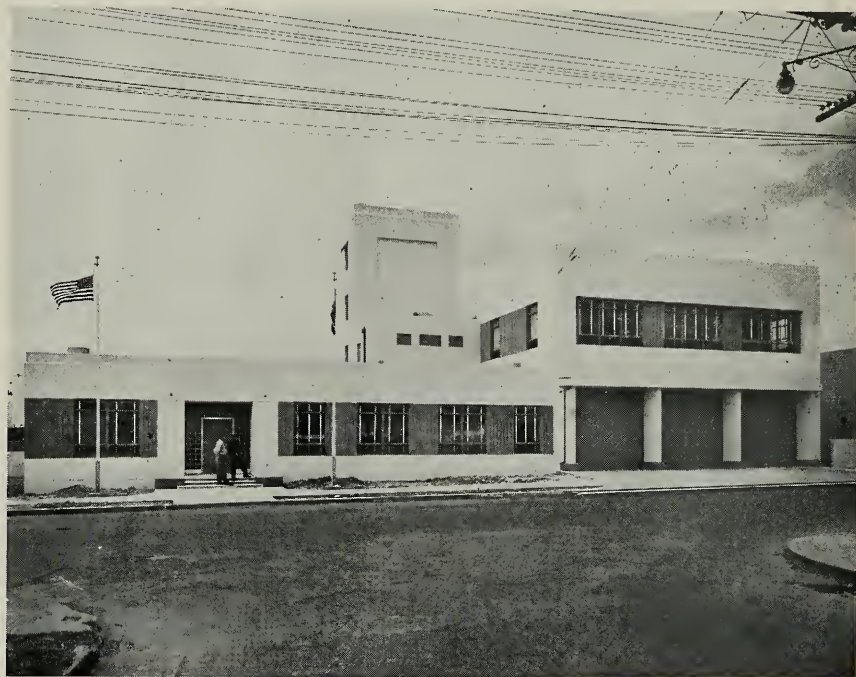
New sub-divisions are being completed within the geographical boundaries of the city, new industries are being established, more persons are coming to work and to live within the city.

This increased population and property values has imposed new responsibilities on the heads of the city's two protective departments. But the citizens have given them the necessary tools for their jobs.

During 1947, South San Francisco approved, by a four to one majority, a bond issue to provide new police and fire department equipment and buildings. The Central Fire Station, near the City Hall, will be ready for

occupancy within a matter of weeks. Both are modern, clean, functional structures, without frills in decoration or design, but adequate for the needs of the departments and the city, with

1, 1930. During the years he qualified as head of the department by civil service examination. He lives with his wife, Eleanor, at 437 Northwood Drive.



South San Francisco's Modern Central Fire Station

its present population and an anticipated increase during years to come.

Much of the design detail is the result of the ideas and desires of the two men who are head of the departments that will use the structures, Welte and Belloni.

Welte, head of the fire department, is a medium sized individual, with thinning gray hair and sharp gray eyes. He was born in San Francisco on Mar. 4, 1897, but was reared in South San Francisco, attending the public schools.

Before and after the First World War, during which he served with the 40th Division of the 144th Field Artillery with five months service in France, he worked in the city's meat industry.

He was appointed to the fire department by the City Council on June

When Welte joined the department in 1930, it consisted of six men and two engine companies. A third engine company was added in 1940 but the manpower force remained the same.

Now the Department has a force of 18 men and modern equipment. In addition to the Central Fire Station, it maintains two sub-stations, in the new residential areas and in the industrial sections of the city.

The Central Fire Station includes room for six pieces of equipment, the central fire alarm board, a four-story drill tower, equipment repair shop, dormitory, engine test pit, a fire test pit, and adequate office space. The bounded area also includes a drill yard.

With this new equipment and construction. (Continued on next page)

## SOUTH SAN FRANCISCO

(Continued from page 7)

tinually expanding system of high pressure lines and water supply, Welte hopes that insurance rates will be lowered or at least maintained despite the increased potential liability due to community expansion.

Along with his work as Fire Chief, Welte has found time to serve as a leader in many community enterprises. He has been a commander of the Bernard McCaffery Post No. 335 of the American Legion and is an active member of the Elks. Professionally he has served as president of the Northern California Fire Chief's Association, and as President of the Peninsula Fire Chief's Association which he was instrumental in organizing in 1932.

Police Chief Louis Belloni is a tall rugged man, who maintains a disciplined organization with a sure administrative ability but he also is able to direct traffic with emphatic gestures.

He was born in San Jose on May 12, 1895, and his mother and father, Jihn and Susan Belloni, moved to South San Francisco when he was four months old.

Before the First World War he worked in the city's meat and steel plants and in 1917 he joined the Ninety First Division and served in France. He was discharged in 1919 with the rating of sergeant.

He joined the South San Francisco police department on January 11, 1922, and was appointed chief in 1929. He now holds the post through civil service appointment.



**LOUIS BELLONI**  
Chief of Police  
South San Francisco

Under his command are 15 officers whose equipment includes four patrol cars and two motorcycles. All vehicles are equipped with two-way radio communications. The new \$125,000 Central Police Station, near the city Hall, will include the usual police department facilities in addition to special wings for juvenile and women prisoners.

Belloni is a member of the Elks, the Druids, the Redmen and the Moose, and of the Peninsula Peace Officers Association and the Bay Counties Peace Officers Association.

## Well Known Attorneys Open Office for General Practice

**WILLIAM N. MULLEN** and **FRANK J. FILIPPI**, San Francisco attorneys, have announced their partnership for the general practice of law under the name of **MULLEN AND FILIPPI** with offices at 315 Montgomery Street, San Francisco, California.

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personal injury field for service to the community and to the insurance interests requiring specialized attention to their problems.

Mr. Mullen for about thirty years before the partnership was engaged in the general practice of law with special reference to workmen's compensation insurance. Of these thirty years ten or more were spent in the supervision of Insurance Company adjustments and litigation.

Mr. Filippi's legal career began in San Francisco in 1932 where he was engaged in private practice. Later he was made Senior Counsel and then Superintendent of the Statewide claims services of the State Compensation Insurance Fund. Mr. Filippi, during his fifteen years experience with the Fund, became recognized as one of the leading authorities in workmen's compensation and allied insurance laws.

## CUTLINES—Layout Opposite Page

[Foto No. 1] Kings County exhibit in the windows of the San Francisco Examiner, sponsored by the Regional Service Committee. Many Northern and Central California counties have exhibited their products and resource in San Francisco under Committee sponsorship.

[Foto No. 2] San Franciscans display a message of friendly greeting their automobile bumpers as they toured Northern and Central California during the summer of 1941. Bumper strips bearing the message were prepared by the Committee and distributed at fire houses throughout the area. Here Charles J. Brennan, Chief of the Department in 1941, assists Audie Lazar (left) and Lorraine De Baca as they prepare to fasten one of the colorful strips on their car.

[Foto No. 3] Thomas A. Brooks, Chief Administrative Officer and chairman of the Regional Service Committee, with Nancy Biglow of Antioch, 13-year old 4-H Club member, who raised and exhibited the yearling Hereford calf sponsored by the City and County of San Francisco at the 1949 Grand National Junior Livestock Exposition. Through the Committee, the City has sponsored a calf at each of the junior livestock shows held annually at the Cow Palace during Easter week; offers a trophy in both the junior and senior Grand National shows each year.

[Foto No. 4] San Francisco's famed Farmers' Market at Alemany Boulevard and San Bruno Avenue, now six years old, has had the full support of the Committee since its inception during the war years. The Market has been a potent factor in improving understanding between rural and urban Californians. Fourteen million dollars worth of California's surplus and distressed farm crops, with otherwise would have been wasted, have moved direct from grower to consumer during the life of the Market. August 1949 the Market will hold its sixth annual Birthday Fiesta.

[Foto No. 5] The Regional Service Committee and the Chamber of Commerce coordinated the activities of more than a score of San Francisco organizations in the Wartime Harvest Council to recruit urbanites to help harvest California's bumper crops, when farmers were short-handed during the war years. Tens of thousands of known, registered volunteer harvesters from San Francisco were sent into the fields through Wartime Harvest Council registration booths similar to this one.

[Foto No. 6] The Committee works with the California State Fair in preparation of the San Francisco exhibit each year. Last year Cable Car No. 514 was the center of attraction for thousands of visitors at the annual Sacramento event. This year the City's exhibit will feature the Port of San Francisco, 1849-1949. The Committee and the City are working heartily with the State Board of Harbor Commissioners and local shipping interests and workers to improve the harbor and bring increased business to it.

Photographs by: No. 1—San Francisco Examiner; No. 2—Corwin Hansen; No. 3—A. Sponagel; No. 4—A. Sponagel; No. 5—Moulin Studios; No. 6—Cartwright Photo Co.

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# Regional Service Committee Has Background of 10 Years of Friendly Activity

THE CLERK OF THE STATE SENATE turned to the Lieutenant Governor and President of the Senate, who stood with gavel poised:

"Ayes, 9; noes, 30," said the clerk.

"Ayes, 9; noes, 30," repeated the Lieutenant Governor, dropping his gavel with a bang. "The bill is refused passage."

And, as it had seven times before in the forty years that preceded that hot summer day of June 14, 1939, the bill to return control of San Francisco harbor from the State to the city went down to defeat.

If the city had not regained its port, it had, however, learned a lesson in the 1939 campaign. It had for the first time clearly identified the sources of the opposition and noted the basic reasons for the opposition. The sources were in rural, chiefly agricultural, areas of California, and the reasons were distrust of San Francisco in the rural areas.

## RURAL CALIFORNIA

Rural California has felt that San Francisco was half indifferent, half antagonistic to rural interests, especially the role of toll collector at the Golden Gate and concerned only with tolls and not with the problems of who must pay the tolls. The officials responsible for steering the harbor legislation reported to the Board of Supervisors.

Thoughtful citizens had for some time been concerned over other manifestations of rural ill-will growing out of the series of waterfront strikes in the '30s which cost farmers millions of dollars in tie-up of their produce on docks, and a tendency to commiseration on the part of some local business houses, which was driving business into the hands of competition in other cities.

## TIME TO ACT

Out of the recognition of the problem came a decision to act and on August 9, 1939, the Board of Supervisors created the Advisory Committee on Regional Service (now known as the Regional Service Committee) and made it the duty "to establish and maintain better relationships between San Francisco and rural areas . . . to improve the services rendered by San Francisco . . . inaugurate and participate in activities designed to contribute to the prosperity of the region." Ten years of activity in carrying out the mandate of the Board was observed on August 9, 1949—ten years in which San Francisco has sincerely sought to demonstrate its interest in, solicitude for, the welfare of its neighbors; keenly aware that "what helps them, helps San Francisco; what hurts them, hurts San Francisco."

The ten years' operation of this agency, regarded as unique in the United States, have covered a broad range of activity. At all times, the committee has sought to be genuinely helpful, assisting in marketing a crop, plugging a county fair there, turning down and adjusting com-

plaints about San Francisco. This helping hand, however, has been paralleled by a program of information, reminding San Francisco's neighbors of facts about the city they may take for granted or forget—that

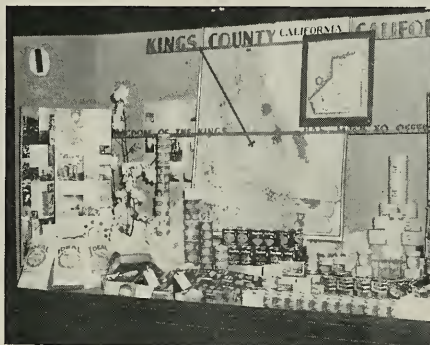
it takes a metropolis to provide cultural, medical, educational and entertainment resources such as San Francisco has and if it weren't for San Francisco, its neighbors would lack these things.

COORDINATION IMPORTANT

For the most part the Committee's

tee has operated.

For example, if the grape growers of the State expressed concern over a threatened flood of imported wine (as they did), the Committee obtained the facts from the grape growers, amplified them from local research organizations such as the California



plaints about San Francisco.

This helping hand, however, has been paralleled by a program of information, reminding San Francisco's neighbors of facts about the city they may take for granted or forget—that

activities have been aimed at coordination—making use of facilities and resources already existing rather than creating new facilities and resources. This was necessarily so because of the modest budget on which the Commit-

tee has operated. For example, if the grape growers of the State expressed concern over a threatened flood of imported wine (as they did), the Committee obtained the facts from the grape growers, amplified them from local research organizations such as the California State Chamber of Commerce, drafted a resolution opposing the imports which the San Francisco Board of Supervisors adopted, and saw to it generally that the action was made (Continued on page 17)

# Western Pacific's Powell Street Cable Car Makes Big Hit at Chicago Show



## Thousands Thrill at New Ride Experience on S. F. Jaunting Car

**M**ORE THAN 5000 persons daily are riding a San Francisco cable car 2000 miles removed from its regular route. The explanation is that the Western Pacific Railroad borrowed a cable car from its regular run to show at the Chicago Railroad Fair.

Visitors to the Fair who have never seen a cable car—and those who recall the days when Chicago had them too—wait in long double lines to take the free ride up a steep incline on the shore of Lake Michigan. The exhibit has proven to be one of the most popular at the Fair.

Western Pacific's attraction, one of some twenty exhibits erected by leading railroads all over the United States, is just inside the main entrance. A loop of track and turntable like the one at Powell and Market Streets, complete with cable slot and rumbling cable were set up by W. P. so that the car can climb and descend and "round the curve" just as it does on its every day run in the city by the Golden Gate.

Three San Francisco gripmen, whose dexterity at playing the cable car gongs is a special feature, were brought by Western Pacific at the Fair. They take turns manning the car and give out with merry tunes on the bell.

These gripmen, Harry Bishop, James L. Buskirk and Alexander Nielsen, were winners in a special gong-ringing contest held in Union Square on May 24th. Nielson, who works for the California Street Cable Railroad Company, won first place. The other two men are from the Municipal Railway. All three use the "shave and a hair-

cut" rhythm, but Nielsen is apt to render the "Drum Corps" march or the "Parade of the Wooden Soldiers."

To fairgoers who have never come West, watching the gripmen heave the cable car around on the turntable and manipulate the grip and brakes is a real treat, and they crowd aboard as the newly painted cable car No. 524 coasts down to the Lake shore prior to being whisked up the hill at nine miles an hour by the underground cable.

In addition to the cable car system, Western Pacific is operating a theater at the Fair where crowds come to see the California Centennials' Commission film "California's Golden Beginnings" and other movies.

Last year the Fair drew about 2½ million visitors and it is estimated that at least that many will view this year's exhibits. The Fair closes on October 2nd.



One of the most popular exhibits at the Chicago Railroad Fair is Western Pacific's cable car system, complete with turntable and a steep loop track. More than 5000 persons a day are riding the car and crowds usually formed in two lines waiting their turn to take a ride. Western Pacific is also operating a theatre where West flavored films are being shown including "California's Golden Beginnings."

## Richmond Police Patrol Learn Efficient Rules for Guidance

The Patrol Division is the nucleus around which all other divisions of the police department revolve.

When a man takes the oath administered to law enforcement officers, he swears to protect life and property, preserve the peace, apprehend criminals and enforce the laws of his city, state and country. These, in general, are his duties.

The uniformed patrol officer is the initial man, the first to arrive at the scenes of crimes—homicide, theft, disturbance, etc. When a member of the patrol division is detailed on a felony investigation, such as homicide, he must see that the crime scene is

preserved and untouched. He must remain in charge until an experienced member of the inspectors' division, who is assigned to that detail,



**WYMAN W. VERNON**  
Chief  
Richmond Police Department

gives to take over the investigation. Observance on the part of the uniformed officer to these vitally important details greatly aids the inspector in bringing the matter to a satisfactory conclusion.

The patrolman is also the "watch dog" of the business and residential areas. He patrols constantly, being always alert for open doors and windows or unusual circumstances. It is his duty to acquaint himself with

(Continued on next page)



persons and establishments on his particular "beat" and to observe and question persons of doubtful character.

He introduces himself to business and obtains from them information as to the location of night lights and safes so that he might render more efficient protective service. He gives valuable advice on precautions to take in warding off intruders.

Although it is not generally known to the public, the beat officer will act as guardian of a private home while occupants are away on vacation or business. He will see that there are no accumulations of newspapers, milk bottles or other telltale articles which might reveal to prowlers that the home is unoccupied.

The cruising patrolman notes, and reports, all street lights out, holes, obstructions in streets and sidewalks, water leaks, etc., and in all ways he attempts to correct, or assist in correcting, these minor annoyances. He responds to all fire calls and remains on hand to aid the firemen by diverting traffic or by performing such other duties as might be helpful.

The written reports submitted by members of the patrol division are the basis for a large amount of work done in the records and service division. Names of persons arrested or investigated are indexed and filed. Often, through a check of the master lists, it is found that persons encountered are wanted criminals.

Family arguments and acts of juvenile delinquents are investigated by beat officers. Referrals on these cases are made to the juvenile division, or the prevention bureau. Many cases of burglary and theft have been cleared because of a routine check of juvenile curfew violators by the patrolman.

Among the many things on the patrolman's list for observance are

license numbers of stolen automobiles, hit and run automobiles and automobiles involved in the commission of any crime. The ability to remember numbers over a long period of time has many times enabled a patrolman to recover stolen automobiles for his own and other departments and to apprehend persons guilty of violations of the law.

Enforcement of state and city traffic laws and ordinances falls into the routine duties of the patrol division. Of-

ficers cite reckless drivers and speeders and take every effort to keep the streets of the city safe thoroughfares for its citizens. The members of the patrol division cooperate with the traffic division in their safety drives and as a result of such cooperation in the past, Richmond's injury and fatal accidents were greatly decreased.

Caring for lost children or aged persons, rendering aid to the injured or ill, assisting in cases of childbirth, giving advice or directions and set-

ting disputes are not unusual services given by a police officer. Those to whom he renders assistance have learned that he is not a person to be feared or hated; rather, he is a public servant and is deserving of the utmost trust. Those who do not regard him as a friend are usually violators of some law who are fearful of detection. The specific duties of various individual members of the patrol will be discussed in detail in future issues of the monthly bulletin.

## San Francisco Public Library and the California Centennial

LAURENCE J. CLARKE, City Librarian

San Francisco Public Library

**T**HE ROMANTIC DECADES of California's historic background, her geographic position, her people, her art, her sea power and commerce have united to produce a pattern of vigor and beauty seldom to be found in the annals of any state.

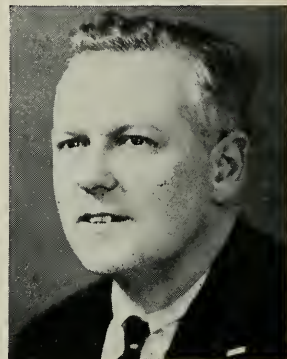
Consummate with the splendor of her beginnings, she rises to commemorate the centennial years of her glory and statehood, and to present to an eager and ever-growing audience the reenactment of her golden years and achievements.

It has been said that, "There is no past as long as books shall live." Books on California tend to become an all-absorbing and all-consuming passion. And rightfully so. Steeped for centuries in the mystery of the western ocean, the sea and the sky were California's chief mentors. Says Bancroft, "It is a winterless earth's end, perpetually refreshed by ocean; A land surpassed neither by the island grotto of Calypso, the Elysian fields of Homer, nor the island valley of Avalon as seen by Arthur." On one of the post-equinoctial days of September,

1542, the navigator, Juan Rodriguez Cabrillo sailed up the coast to San Diego and Californiana began in earnest.

This major division of the library, collected over many years, is rich in printed matter relating to the history of California. It purposely abstains from acquiring manuscripts as the Bancroft and Huntington Libraries are so heavily endowed in this field.

The basic collection is substantially represented in the following general classes: Sea voyages, narratives,



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the Spanish and Mexican regimes and the Mission system. There are accounts of the gold discoveries, with the personal reminiscences of the men who took part in them, the diaries of the traders and trappers; valuable works on the Indians and the Indian wars; the building of the Overland Railroad; arguments on the land claims; the dramatic narrative of and works relating to the foundations and beginnings of the State and its conquest by the Americans. Following came the great Westward movement, the march of the pioneers with its own vast literature, including the diaries, letters and journals of trips across the plains and around the Horn to the new Eldorado. The Civil War and California's part therein, the Comstock days, and the new era of material progress are substantially represented in the library's collection.

Colorful skeins weaving throughout the fabric of California's history are the narratives of the ranchos, the Pony Express, the reign of the bandits, the Chinese question, the filibusters,

(Continued on page 26)

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diaries, letters, journals, memoirs, handbooks and guides, maps, directories, pamphlets, documents, newspapers and periodicals, photographs, and illustrations, general interpretive writings, programs and souvenirs, poetry and fiction.

There are narratives of the sea voyages and the great marches by land,

# San Francisco's Bay Division Pipe Lines

By GEORGE W. PRACY

General Manager Water Department  
San Francisco Public Utilities Commission

IN the early days of San Francisco the watersheds in San Mateo County supplied all of the water that was needed for the then little city of San Francisco, but as early as 1870 it became evident that the city would soon outgrow those supplies, and beginning about then the Spring Valley Water Company (the privately owned utility that supplied the city before it was purchased in 1930) started buying land in Alameda County around the Alameda Creek country, extending to Pleasanton and the Calaveras Valley, which later became the Calaveras reservoir.

In 1887 they built a dam across Alameda creek, above the town of Niles, and laid a 36" pipe line across to the town of Belmont, crossing the bay by means of two 16" submarine pipes. From Belmont the water was pumped into San Francisco. This was the first Bay Division Pipe Line. In 1901 two more 22" submarine pipe were laid, increasing the capacity of the 36" pipe to supply 16 million gallons a day from the Alameda sources.

No more pipes were laid until 1924 when it became very evident that more water was needed. The Water company planned a line direct from Calaveras reservoir the Calaveras dam having then been constructed, but the city wanted the new line to conform to its plans for the Hetch Hetchy system, which was then being built. An agreement was reached by which the city would build a 60-inch steel pipe line from a point near the town of Irvington in the Crystal Springs reservoir, along the line on which they had planned their Hetch Hetchy pipe line.

This pipe line was then leased to the company who built the connecting pipe line from Niles to Irvington and brought in more water from Calaveras reservoir and the other Alameda sources. This use continued until October 1934 when the Coast Range tunnels were completed, and the pipe became a part of the Hetch Hetchy system, but at the same time serving to bring Alameda and Calaveras water to the peninsula reservoirs. This pipe is known as Bay Division Pipe Line No. 1. The actual Bay crossing was made with one 42" submarine cast iron pipe.

By 1935 increased consumption required more pipe line capacity and in 1936 Bay Division Pipe Line No. 2 was built. This pipe line consists of 5 miles of 62" steel cylinder reinforced concrete pipe, a type that is comparatively new in the water works field, with the remaining portion of the line of 66" welded steel pipe, except for the actual crossing of the



GEORGE W. PRACY, Gen. Mgr.  
San Francisco Water Department  
Public Utilities Commission

bay, which was crossed by two 54" welded steel pipes with concrete jackets 6" thick laid in a trench in the bottom of the bay and supported on piling. On both sides of the bay, where the pipe line crosses the marshes, it is carried on timber trestles aggregating four miles in length.

About four years ago, when it again became evident that still larger pipe line capacity was necessary a thorough study was made of the situation with particular thought to the pipe lines that would have to be constructed over the next fifty years or so. The whole bay area is building up so rapidly that it is becoming very difficult, and very expensive, to secure the necessary right of way in which to lay pipe. Also consideration was given to the fact that at the present time every pipe that brings water across from the east side of the bay lies on the bottom of the bay in such a location as might cause all pipes to break in the event that a serious earthquake should occur.

In past years the effect of such a catastrophe would not have been too serious. With a storage of about 20

billion gallons in the peninsula reservoirs, and with a consumption up to 60 million gallons a day, one year's supply was on hand on the west side of the bay. But with a consumption of over 100 million gallons a day, and with the consumption constantly increasing, hardly six months' supply is now in the peninsula reservoirs, and our experience with some small dislocations of the submarine pipes has shown that much more time than that would be required for anything approaching a major repair. For that reason, and in order to provide an adequate right of way, for at least four pipe lines, it was decided as a matter of fundamental policy, to buy an 80 foot right of way on solid ground around the south end of the bay. On such a location, in the event of an earthquake which is always uppermost in the minds of anyone planning such construction, repairs can be made in a very short time, probably within two weeks, thus furnishing enough water together with what is in storage, to keep the city supplied until any broken submarine pipe can be repaired.

A contract for the new Bay Division Pipe Line No. 3 will be awarded sometime around the first of July. Alternate bids will be taken on steel

cylinder, reinforced concrete pipe or cement coated steel pipe. The pipe will have a nominal diameter of 72" and will be 35 miles long. It will have capacity of 76 million gallons a day, which will be sufficient for the next ten or fifteen years, depending upon the growth of the city.

The pipe starting from the tunnel portal near Irvington, will lie near base of the foothills on the east side of the bay to a point just south of Milpitas. It then turns almost west across the Bayside Boulevard and just north of Mountain View, which point it swings southward across farm lands to the west side of the Stanford campus, and then through the foothill country to the east portal of the present Pulgas tunnel, which brings the water into Crystal Springs lake.

When this pipe line and the new San Joaquin Valley pipe line are completed, the water production we can rest, but not for long. If San Francisco continues to grow, and it will, another ten years will again see great activity on the water transmission front. But in the meantime this new water has to be brought from Crystal Springs into San Francisco and distributed to the 140,000 service pipes awaiting it there.

## Dion R. Holm, S. F. City Attorney Hands Down Important Opinion

CITY ATTORNEY DION R. HOLM issued an opinion last week of importance to every member of the San Francisco police and fire departments.

Holm ruled, in response to an inquiry from the Civil Service Commission that members of the police and fire departments are exempt from Rule of the Civil Service Commission. This Rule provides for disciplinary action against Civil Service employees who engage in unauthorized "outside" employment activities.

The City Attorney pointed out that the activities of police and fire department personnel are subject to specific regulations by the Police and Fire Commissions under the City Charter, and that only these Commissions are empowered to deal with allegations of misconduct by department members.

Other Civil Service personnel, City Attorney Holm declared, are subject to rules laid down by the Civil Service Commission under the terms of Section 154 of the City Charter. This Section gives the Civil Service Commission authority to decide whether efficiency of city workers is impaired by employment undertaken outside of regular Civil Service work.

But, in the case of police and firemen, Holm pointed out, Section 154 declares only "the Commissioner of the respective departments" are vested with authority to pass judgment upon any alleged infractions of rules or other offenses.



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S. F. City & County

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# S. F. Completes Biggest Transit Conversion



**NOW THAT THE BIG JULY** transit conversion has been successfully accomplished, Utilities Manager J. H. Turner and his staff are taking the well-deserved bows. Considering the magnitude of the undertaking (it was one of the biggest conversions of surface routes in transit history), there was very little confusion.

It took a little time for both drivers and passengers to become accustomed to the new equipment and routings. There were some instances of trolley coaches losing their wires and of drivers losing their way, but on the whole the Railway felt it was a job well done.

A few street car passengers thought they were being shanghaied on upper Market Street because of the new express service which eliminates a number of the stops there. They, too, were satisfied when the situation was explained. Tunnel-patrons, who were benefiting by the 5-minute deduction in travel time, were highly pleased with the express service.

## SERVICE INCREASED BY 64%

Mr. Turner pointed out that the 14 new motor and trolley coach lines involved 300 pieces of new equipment and 146.76 miles of routing. "A study of the lines affected shows that there has been a 64 per cent increase in the frequency of peak hour service over that of a year ago," he stated. The number of seats available on these lines at the peak riding hours has been increased by 52 per cent, he said.

## COST \$8,310,000

These happy results were achieved at a cost to the Railway of about \$7,272,000 plus an additional expenditure of \$1,038,000 by the Board of Public Works. The money was spent

(1) The Mayor and other civic officials participated in the test run of San Francisco's new trolley coaches on Market Street. (Left to right) Chief Administrative Officer Thomas A. Brooks, Mayor Elmer E. Robinson; Manager of Utilities J. H. Turner and City Attorney Dion Holm inspect one of the coaches. Mr. Turner is showing the Mayor what happens when the trolley jumps a switch. (2) The trial coach passes one of the city's P.C.C. cars. San Franciscans, long used to four rows of tracks on Market Street, are finding that removal of the outer tracks has speeded up traffic considerably.

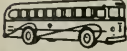
(3) Other interested witnesses were Public Utilities Commission President Philip F. Landis, Public Utilities Commissioner Donald A. Cameron, City Attorney Dion Holm, Public Utilities Commissioners Victor S. Swanson, Edward B. Baron and Sam McKee, Chief of Police Michael E. I. Mitchell, and Police Commissioners H. C. Maginn and Washington I. Kohlenke. (4) Mr. Turner welcomes Mayor Robinson aboard the coach as a large group of camera men photograph the proceedings. Police officers at left were a part of the escort which preceded the coach down Market Street.

to purchase necessary equipment, to tear up tracks and resurface streets, to install trolley coach overhead, and to build a new maintenance yard.

Some 200 men were trained to handle the new trolley coaches. Most of the new operators were enrolled

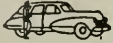
in the voluntary training classes which have been in progress for some months; they had 24 hours of classroom instruction plus anywhere from 25 to 75 hours of training at the wheel. In addition about 125 motor coach operators were trained,

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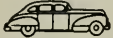
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Major Ernie Smith, TWA executive in San Francisco and former pilot, steers the TWA Ford trimotor at Oakland Airport, as the "tin goose" was formerly retired from airline service to conclude TWA celebration of the 20th anniversary of transcontinental air service. Left to right, George Koch, Berkeley; Ray Bowman, Oakland Chamber of Commerce aviation committee; J. G. Bastow, Assistant Manager and Assistant Chief Engineer of the Port of Oakland; Smith, Claire Goodwin, President of the Board of Port Commissioners; Mayor Clifford Rishell of Oakland; and Arthur Abel, Port Manager.

The TWA Ford landed at Oakland Airport July 29 at the conclusion of a 6200-mile round trip transcontinental flight which started July 8 from Los Angeles Municipal Airport 20 years from the day Col. Charles A. Lindbergh had taken off on the first flight of TWA's predecessor company, Transcontinental Air Transport. Average speed for the 11-passenger Ford was 81 miles per hour, compared with the 300-mile-per-hour, 51-passenger Constellations TWA now flies from coast to coast and across Europe and Africa to Bombay from San Francisco and Los Angeles.

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## Ridgely Cummings looks over the Bay Area



IMPROVED FIRE EQUIPMENT is bulking large in municipal budgets of communities around the Bay Area these days. South San Francisco has a new fire house which cost \$150,000. City Councilman Charles K. Elder delivered the unveiling speech at recent ceremonies opening the Baden venue structure. Leo Korko, mayor of South San Francisco, also spoke, as was to be expected for Mayors are ever happier than when laying cornerstones or cutting ribbons or opening new buildings which will serve their constituents. Firemen served coffee and cake to a large gathering of officials from the entire Bay Area. Among those present were Daniel Love, mayor of Burlingame, and George C. Christopher, San Francisco supervisor representing Mayor Elmer E. Robinson.

### CHIEF VIERA

On the opposite side of the Bay, in Martinez, Fire Chief Clarence Viera was pleased at city council action which brought one step nearer construction of a new firehouse for that municipality. The council voted to earmark city sales tax receipts and place them in a firehouse construction fund. Since municipal sales tax receipts in Martinez have been amounting to \$37,000 annually it is expected enough money will be on hand for the project within two years.

And in Sharp Park, down the coast five miles, Fire Chief Jack Martin's new piece of equipment, a rescuator, which he has been teaching his men to use.

### ASSEMBLYMAN

The next item has nothing to do with fire, though it might be possible to work a switch and write about a re-eating assemblyman were it not that the legislator in question is exceptionally gentle and mild-mannered. Assemblyman George Collins is back in San Francisco picking up the loose ends of his legal business after the longest legislative session in state history. Assemblyman Collins puts in more time than most because in addition to working during the 145-day session he had to return to Sacramento during the February recess. He serves on the ways and means committee, which gives the budget close scrutiny during the constitutional recess, while other legislators are building their political fences and tending to such sidelines as earning a living. A thorough-going independent who frequently finds himself voting on the minority

side, George Collins is one of the best-informed and hardest-working representatives San Francisco ever sent to the Capitol. In his uncompromising honesty and his devotion to unpopular issues, he is a credit to his district and his state.

Incidentally, William D. Kildruff, member of the San Francisco City Planning Commission and erstwhile rival of George Collins for a seat in the assembly, has been gathering signatures on a petition for daylight savings time. Bill Kildruff, sometimes called "Pete" because of the former baseball hero of that name, is employed down on Montgomery Street and no doubt has a personal interest in the problem of saving daylight. The time differential between N.Y.C. and S.F. makes early birds out of our brokers.

Here's an item which provides practically a "Who's Who" among East Bay mayors. The League of California Cities is divided into a number of area divisions so municipal officers can work closely on mutual problems. One of the divisions is that of the East Bay, for which new officers were elected last month. Mayor Clifford Rischell of Oakland was elected president. Richmond's Mayor, D. M. Bradley, was named first vice president; Mayor Arthur C. Phillips of Hayward is second vice president; Mayor W. J. Bransfield of Alameda was named as a director. Outgoing president was Melvin Heinkel, El Cerrito city council member and retiring vice president was Mayor Jack O. Fries of Martinez.

Among the proponents of a new sewage disposal plant for South San Francisco is the San Mateo County Health Officer, Harold D. Chope, M.D. Dr. Chope urges the construction of the sanitary facilities. He is quoted as saying the present system of sewage disposal in that city, with refuse being pumped directly into San Francisco Bay without any treatment, constitutes a health hazard. Obviously this hazard exists not only for South San Franciscans but for all those who dwell on the margin of our beautiful bay. However considerable progress is being made towards rectifying the situation around the bay and eventually no untreated sewage will flow into its waters.

Property owners in Antioch will

(Continued on next page)



## Rescued by Rickey or He Had His Cake and Ate It Too!

What a predicament! There was Ozzie Osborne flag pole sitting at San Jose. Suddenly he remembers it is his birthday! He must have a birthday cake. But how to get it! No phone, no wireless, no nothing. But ah, the resourceful publicity man. In a trice all obstacles are overcome. First, pilot Bruce F. Jones at the controls of a United Helicopter Inc. machine to do the conveying. Next, Mrs. Kent Diehl, beautiful, well look at the photo, Burlingame matron as cake-bearer. And then mine host John H. Rickey of the famous Peninsula spot "Rickeys" to supply the ingredients and his internationally known chef Fred Aeberhard to mix and bake. And the problem is solved!

Photo by Edward Staton Linsley, shows all the actors in the cast except Ozzie, but we know where he was. The "flying birthday cake" is about to leave Rickey's beautiful grounds headed for San Jose and Ozzie.

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## RIDGELY CUMMINGS

(Continued from page 15)

continue to pay \$2.60 per \$100 of assessed valuation in school taxes for the next year. School trustees of the Antioch-Live Oak school district voted to maintain the present tax rate rather than to use an undistributed reserve to cut the rate. They decided the reserve fund was needed to pay for permanent improvements to school facilities.

Judge John J. Fahey, justice of the peace in South San Francisco, is being boosted for a superior court judgeship by the San Mateo county democratic central committee. Governor Earl Warren, who of course is a Republican, has the prerogative of naming the judge for the newly created post. It will be interesting to see whom the republican central committee supports and what decision the Governor makes. Governor Warren won both parties' nominations in the primaries at last

election and he sometimes crosses party lines in making appointments.

WINDING UP THE COLUMN, which Editor George Allen tells me will be a monthly feature if my typewriter and his clipping service hold up, here are some items which Herb Caen might slug DOTTED SHORTS. . . . Daly City voters probably will be asked to approve or say thumbs down to a \$395,000 bond issue this September. The money if made available would be used to build a \$275,000 war memorial building and to purchase three new park sites. . . . Walter J. Gilgert, editor and co-publisher of the San Bruno Herald, has started a human interest column in his daily paper. The title is "Around and Around" and the heading shows two rockets chasing each others' tails. Walt Gilgert's partner and co-publisher is Al Nelson. The two young men are building a fine community newspaper. . . .

## John J. Synon Former Newsman Heads S. F. Chamber Publicity

JOHN J. SYNON, manager, publicity department, San Francisco Chamber of Commerce, is a former newspaperman with an extensive background in public relations. He joined the Chamber in June, 1949.

A native of Virginia and a graduate of William and Mary College, Synon served in the Air Forces, receiving a CDD in 1942. Since discharge from the military, he has served as an account executive for Joseph W. Hicks & Associates, Chicago public relations firm; as public relations representative for Western Oil and Gas Association, oil organization serving the eleven western states; and has been active as a member of the Staff of California Initiative and Referendum Bureau.

As a member of the Hicks organization he serviced such accounts as International Minerals and Chemical Corporation, Nebraska Power Company and the F. N. Bard Company, Chicago manufacturer of railroad equipment.

In an interim period with Chris Lykke and Associates, San Francisco public relations firm, Synon compiled and published the Shrine East-West program for 1948. Later he did a similar job for the Boy Scouts of America (San Francisco) in making of their Scout-O-Rama program an outstanding example of this type of publication.

While with Western Oil and Gas Association he actively opposed Governor Earl Warren's proposed increase in rate of state taxation on gasoline. Between 1946-48 he covered more than 30,000 miles within California, contacting newspaper editors relative to



JOHN J. SYNON, Manager  
Publicity Department  
S. F. Chamber of Commerce

the proposed tax hike.

As a consequence he is widely known among California editors and is a member of the Los Angeles and San Francisco press clubs.

Born in 1911, Synon is married and is father of two girls, Martha Denver, born in 1947 and Mary Ellen born in 1949. z

## Cullenward Heads O'Gara Campaign

STATE Senator Gerald J. O'Gara, candidate for City Attorney, today announced the appointment of the first of Eric Cullenward & Associates, his campaign directors.

Headquarters will be opened in



ERIC CULLENWARD, Head of Campaign Associates who will handle O'Gara fight for San Francisco City Attorney

few days, and an all-out campaign launched immediately.

Cullenward, who handled numerous local, East Bay and statewide political campaigns, states that a strong financial committee is being formed and that O'Gara will have the active backing of many business, labor, women and veterans' organizations.

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## REGIONAL SERVICE COMMITTEE OUTSTANDING

(Continued from page 9)

known to authorities in the State Department, Congress, and the public at large.

The composition of the Committee facilitates such coordination for not only does it consist of the top city officials but through them is able to reach into all walks of the city's business life.

The original resolution creating the Committee designated its members by office—the Mayor, the Chief Administrative Officer, Controller, City Attorney, President of the Board of Supervisors and chairmen of its Streets and Highways and Finance Committees, the Director of Public Health, Manager of Utilities and County Agricultural Commissioners. Three supervisors who became keenly interested in the Committee's work have continued as members although they no longer hold the designated offices.

The first chairman of the Committee, until his death, was Controller Harold J. Boyd, who was also the official in charge of attempting to steer the 1939 Harbor Bill to enactment and who realized more keenly than any of his colleagues the necessity of doing some-

thing to offset rural anatonism toward "the City." Boyd was "father" of the Committee and laid down most of the policies by which it has been guided.

Boyd's sudden death in 1945 created a vacancy which it was difficult to fill but by good fortune the Committee's membership included a man who was not only able to fill the post but to extend the Committee's influence. He is Thomas A. Brooks, Chief Administrative Officer. Under Brooks' leadership, the Committee has undertaken new projects, inspired new interest in San Francisco's role as service center of the great agricultural and industrial empire of North and Central California, and broadened the Committee's scope.

A recent and outstanding example of this widened scope of activities is illustrated in the case of the former landowners of Camp Beale, recently concluded through the work of the Regional Service Committee, as an official agency of the City and County of San Francisco, and cooperating groups.

The Committee devoted a great deal of time and effort in attempting to arrive at a solution of the problem. The former owners of the area were desirous of returning to their land and, when the War Assets Administration declared Camp Beale "surplus," they thought their problem solved.

However, the Army Air Force declared it required Camp Beale as a practice bombing range. After a series of meetings, a prolonged search for other suitable bombing target areas in the State, and diligent effort on the part of all concerned, these former property owners are now repossessing their valuable agricultural land under a lease agreement which gives them prior rights to repurchase the land as soon as another suitable bombing range can be located, or the Air Force abandons Camp Beale.

### EARLY DAYS

Because agriculture is the economic cornerstone of the State it naturally became the Committee's first concern. At the same time, however, it did not overlook the vital importance of the State's lumbering, fishing and mining industries. To the Committee came requests from these, as well as other components of the State's economic and civic life, for assistance in solution of problems within their industries affecting areas in which they are located, just as they in turn affect San Francisco.

One of the earliest problems presented to the Committee came, however, not from the rural areas, but from within the city itself—a labor controversy between the management of one of the State's oldest farm publications (which had made its home in San Francisco since pioneer days) and its employees. The publication threatened to move away from San Francisco. The Committee evolved a

plan acceptable to all and today the magazine continues to call San Francisco "home."

When California's almond growers expressed alarm over pending reciprocal trade agreements with Iran which threatened importation of Persian almonds in unprecedented quantities



**ELMER E. ROBINSON, Mayor**  
**City and County of San Francisco**

in competition with the State's higher-production-cost product, the Committee worked with the growers to strengthen their position. When a huge surplus of spring lambs threatened economic disaster for growers alike, the Committee publicized the situation and San Francisco housewives bought up the surplus in a few days time, evidencing their sympathy with the producers.

### WAR YEARS

When war came, the Committee diverted most of its activity toward alleviation of the many problems with which agriculture, mining, forestry and fishing industries found themselves confronted by governmental wartime regulation.

Through the Board of Supervisors the Committee supported the gold miners of the State in their fight to lessen the stringency of "Order L 208" which threatened tremendous losses and in some cases extinction of gold producers. The Committee gave financial and personnel support to a survey of the State for strategic minerals, which proved of great value in the war effort.

Before, during and since the war the Committee has consistently supported the Central Valley Project through resolutions of the Board of Supervisors, speakers and other means, so this vital project would not suffer irreparable delay. That this activity was a worthwhile one was proven July 9 this year, in the heart of the drought-ridden San Joaquin Valley, when for the first time water was released to parched lands in the Southern San Joaquin through the Friant-Kern Canal.

When California farmers were called  
 (Continued on next page)

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### REGIONAL COMMITTEE

(Continued from page 17)

ing for help in harvesting their huge wartime crops, the Committee in cooperation with the Chamber of Commerce succeeded in coordinating the scattered activities of a score of more San Francisco organizations into the Wartime Harvest Council, which sent thousands of urbanites into the fields in organized groups during each of the war years. The Board of Supervisors in a resolution which recognized San Francisco's "obligation to assist and serve its agricultural neighbors," and urged the city's 13,000 employees to volunteer for the harvest.

It was during this period, also, that the Committee assisted other agencies in establishing the now famed Farmers' Free Market, where almost \$14,000,000 worth of agricultural crops, which otherwise would have been wasted, have been sold direct from farmer to consumer. The Market will celebrate its sixth anniversary August 20.

### NEW DIRECTIONS

With war's end, the Committee resumed many of its prewar activities, such as sending official representatives to attend county fairs, fiestas, and similar civic events, and assisting in publicizing such events throughout Northern and Central California.

The city's holiday seasonal greetings were again extended to its neighbors in the form of newspaper advertisements and greeting cards, reaching county and city officials, as well as leaders in all walks of life throughout the city's trade area.

The Committee cooperates with No. 1A District Agricultural Association, sponsor of the Grand National Livestock Exposition, Horse Show and Rodeo in the Cow Palace each Fall, when a trophy is presented by the City and County of San Francisco in some class of competition. It collaborates with the Junior Grand National, presenting a trophy in a designated class each Spring, and sponsors a calf which is raised for the show by a 4-H Club boy or girl or member of the Future Farmers of America. It also prepares for distribution to all exhibitors at the Junior Grand National an information kit on San Francisco.

With the opening of California's centennial celebration, the Committee offered its cooperation to various county centennial groups, publicizing their events locally and in other sections of the State, at the same time inviting participation in San Francisco's own Gold Rush centennial program.

The Committee serves and publicizes state and national conventions of agricultural, mining and lumbering associations held in San Francisco, and cooperates with the Agricultural Hospitality Committee. It has, when requested, supported legislation of interest to rural California.

The Committee has long plugged for a new wholesale produce district—



**THOMAS A. BROOKS,**  
Chief Administrative Officer  
Enthusiastic Leadership

sore spot with California farmers and has cooperated with the commission merchants and the Chamber of Commerce in seeking a new, more suitable site.

### MANY PUBLICATIONS

Regional News Service, a week "clipsheet" of news, views, comments and other material about San Francisco, is sent to some 300 newspapers in the City's trade area. Specialized service is offered weekly newspaper without charge, while at the same time they are provided a continuous supply of news of interest to the readers.

To keep San Franciscans informed of what goes on in the area of which it is the natural trade, distribution, financial and cultural center, the Committee periodically publishes reports, surveys, digests of newspaper editorials and news, special papers and brochures. These miscellaneous publications are given wide distribution among the city's varied elements.

### PLEDGED TO PARTNERSHIP

Despite the admitted improvement of relations between the City and rural California, San Francisco still believes farmers, shippers, miners, merchants and county officers and individuals throughout Northern and Central California have many problems which may be solved or relieved by the neighborly cooperation which the Regional Service Committee was created to provide. As the Committee enters its next decade of service, it invites communities, organizations and individuals in the City's trade area to bring the problems to this official agency.

San Francisco is pledged to partnership with Northern and Central California to the end that city and county inevitably sharing a common destiny may work unitedly toward the common goal of growth and prosperity for all. "What benefits one, benefits the others," remains a motto of the Regional Service Committee.



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## Roscoe D. Jones, Attorney, Heads East Bay Utility District Board

**T**HE ELECTION OF ROSCOE D. JONES, well-known Oakland Attorney, as President of the Board of Directors of the East Bay Municipal Utility District was announced by A. C. Carrington, Vice President.

Jones succeeds K. L. Hamman whose resignation as President and Director of the Utility District was announced recently.

A member of the Board of Directors since 1941, Jones is well-known throughout the East Bay area as a result of his activity in public affairs for more than 30 years. Chairman of the general committee on the organization of the Utility District in 1923, he also served as chairman of the committee in charge of the \$39,000,000 bond issue of 1924 necessary to finance the Mokelumne project. His civic achievements include the first presidency of the Oakland Port Commission; first president of the Alameda County Tuberculosis Association; first chairman of the Alameda County Welfare Council, organizer and first president of the Legal Aid Society; and first president of the Oakland Civil Service Board.

Of the new president, Carrington said, "Mr. Jones' long association with the Utility District starting at the time of its formation and extending over the past 25 years has given him a broad understanding of the operations of this vast organization. He is well qualified to assume the leadership of this important publicly-owned utility serving the residents of our East Bay area."

Mr. Jones resides with his wife at 2101 Harrison Street, Oakland. A son,

Roscoe D. Jones, Jr., is a law student at Stanford University, while their daughter Marian, now Mrs. George Latimer, is living in Venezuela.



ROSCOE D. JONES

Pres. Board of Directors  
East Bay Mun. Utility Dist.

**A**LTHOUGH THREE COPIES of each issue of the City-County Record are furnished Allen's Press Clippings Bureau regularly, the increased demands from their clients for clippings of articles appearing in the Record makes necessary an increase in the monthly quota of copies furnished.

In a letter under date of Aug. 8, Mr. Lewis Allen states: "We wonder if you could furnish us with two additional copies of the July issue of the Record. Also please increase our quota to five copies each month. You have an excellent publication and an increasing number of our clients are being publicized by you."

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## BAY AREA BRIEFS

**ROBERT D. LEE**, Richmond city councilman, former mayor and business representative of the Contra Costa County Laborer's Union, Local 324, has been reelected president of the Northern California District Council of Hod Carriers and Laborers. This is the fifth twoyear term to which Lee has been elected to the council.

The council comprises 46 counties in California with a membership of more than 30,000.

Lee served three terms as president of the Contra Costa County Building and Construction Trades Council.

**MAYOR EDWARD A. VALEN-**TINO and council of El Cerrito, praising the local civil service commission, stated that it had attracted much favorable attention by its efficient administration of the status of city personnel \* \* \* **PINOLE** is installing some of the latest type traffic signals at the corner of Tennent and San Pablo Aves. \* \* \* **RICHMOND CITY ATTORNEY THOMAS M. CARLSON** and **ASSESSOR FOREST SIMONI** have been designated by the City Council to act as city land agency in locating sites for industrial prospects in Richmond **CARROLL PITCHFORD**, Richmond personnel officer, will compile a complete list of city employees who live outside of the City of Richmond. An order issued last April calls for prefer-

ence to Richmond residents in city employment.

### EL CERRITO

**EL CERRITO** now has an authorized recreation and park commission with membership of nine including a chairman and secretary. It will act as an advisory body to the city council and city manager, and plan and recommend programs for the city. \* \* \* **JOHN H. MILLER** of Contra Costa Sheriff's Posse estimates some 300 persons will make the Sheriff's Posse Hawaiian trip in the spring of 1950. The Posse has also decided to participate in a four-day fiesta in Santa Fe, New Mexico, Sept. 2 to 5 inclusive. \* \* \* The **PORT OF SAN FRANCISCO** will be featured in the City and County exhibit at the California State Fair, September 1-11, according to **THOMAS A. BROOKS**, CHIEF ADMINISTRATIVE OFFICER. The exhibit will emphasize 100 years of the port's service to California and the nation.

### ALAMEDA COUNTY

Dairy herds of Alameda County have been given renewed approval by the division of animal husbandry which has designated the county as a modified accredited bovine tuberculosis free area. According to **A. K. CARR**, division administrator, the county has approximately 10,500 dairy cows. \* \* \* **BERKELEY CITY COUNCIL** has awarded a \$11,991 contract to **O. C. JONES and SONS** for improving of University Avenue at the overpass leading onto the East Shore Highway. \* \* \* An examination was held August 12 by the **OAKLAND CIVIL SERVICE COMMISSION** to fill the post of Auditorium and Exposition Building director for the City of Oakland. **JOHN F. MULLINS**, incumbent, will resign as of November 1.

### CONTRA COSTA

**CONTRA COSTA COUNTY** General Contractors Association has moved its offices from Richmond to new quarters at 1729 Mt Diablo Boulevard, Walnut Creek, according to **DAN C. PEACOCK JR.**, president. \* \* \* **CHARLES E. HAWORTH** has been appointed Superintendent of Pittsburgh schools to succeed **FRED S. RAMSDELL**, resigned. \* \* \* **MRS. JEAN S. KITTS**, a University of California graduate, has been appointed policewoman with the Berkeley Police Department starting August 1, according to **CHIEF JOHN D. HOLSTROM**. \* \* \* **MELVYN I. CRONIN**, San Francisco Superior (Continued on next page)

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Court Judge, sharply criticizes citizens who avoid jury duty by subterfuge, circumvention and unfair means. \* \* \* \* GEORGE COLLINS, who has been manager of a Salt Lake surgical supply house, has been appointed administrator of the Alameda Hospital, Alameda, by hospital authorities. He succeeds MRS. RUTH WESCOTT TAYLOR, who resigned following her recent marriage.

**ASSESSOR WOLDEN**

ASSESSOR RUSSELL WOLDEN of the City and County of San Francisco is acting as Northern California Campaign Chairman for the 1949 Sister Kenny Drive. The goal to be reached is \$150,000 to combat the spread of infantile paralysis. \* \* \* \* A \$28,553 contract for a new agricultural shop building at the HAYWARD HIGH SCHOOL has been awarded to THOMAS YEANDLE. The structure is expected to be completed by opening of school in September. \* \* \* \* DON FAZACKERLEY, San Francisco Supervisor, has been named chairman of the public employees division of the 1949 San Francisco Community Chest Drive. \* \* \* \* CONTRA COSTA COUNTY board of supervisors has approved construction work on three bridges on county roads, \$13,959 contract for bridges over San Pablo Creek and a \$13,000 allocation for approaches to the Jersey Island Bridge.

**CHEST CHAIRMAN**

WILLIAM GUBBINS, insurance broker of Hayward, has been selected as chairman of the Hayward Area Community Chest campaign to be held in October. \* \* \* \* The firm of F. W. LAFRENTZ will make the annual audit of Alameda County's books for the Alameda County Grand Jury. The contract, which will be completed by October 10, calls for checking the accounts of all county offices, Class A school districts and the county retirement fund for 1948-49. \* \* \* \* BERKELEY City Council has authorized the purchase of six dictating and five transcribing machines for the Berkeley Police Department.

**CIVIC LEADER**

EMILE M. SERPA, civic leader, has been re-elected chairman of the Oakland city planning commission. MRS. ELIZABETH S. SMITH has been re-elected vice-chairman. \* \* \* \* BERKELEY City Council has approved the allocation of \$2,500 towards the annual football festival sponsored by the Junior Chamber of Commerce. The parade and rally heralding the opening of the University of California football season will take place September 16 on the eve of the California-Santa Clara game. \* \* \* \* DOUGLAS SWEENEY, 30, co-owner of a men's wear store has been named by the Oakland City Council to the seat vacated by the recent death of Councilman VERNON LANTZ by a vote of 6 to 2. \* \* \* \* FLOYD W. ELLIOTT, (Continued on next page)

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## BAY AREA BRIEFS

(Continued from page 21)

new Fairfax Councilman has been named mayor in place of HARRY HEIFETZ who was unseated by his fellow councilmen. ELLIOTT and ED McAULIFFE recently were elected to the Fairfax council in a special election called to fill vacancies caused by a resignation and a recall.

### LLOYD T. BOLT

LLOYD T. BOLT, one of four men who replaced incumbents in a recent San Pablo recall election, has been unanimously selected as mayor by his fellow councilmen. He is 53 and a shipyard foreman. Other councilmen installed were ERNEST WAMPLER, PALMER MYHRE and ROY F. CLEEK. WILLIAM OLSON, a fifth councilman, survived the recall election. \* \* \* \* Oakland city council has confirmed the nominations by Mayor CLIFFORD RISHELL of MRS. RALPH T. FISHER to succeed herself on the board if palyground directors, of MRS. ELIZABETH SMITH as a new member of the charities commission, and of FRANCES H. DEWITT to succeed himself on the charities commission. \* \* \* \* A Market street subway is the only solution to San Francisco's down-town traffic and transportation problem in the view of the San Francisco Junior Chamber of Commerce, according to WILLIAM J. KRETZMER, spokesman for the group. \* \* \* \* 240 BERKELEY city employees will receive a raise in pay through action of the city council which voted \$30,500 for the purpose.

### CLAIRE GOODWIN

CLAIRE GOODWIN, chairman of the Oakland Port Commission, City Manager JOHN F. HASSLER, City Engineer WALTER N. FRICKSTAD, City Attorney JOHN W. COLLIER, Superintendent of Recreation Robert W. Crawford and Councilman FRANK YQUELL have been named as a committee to study plans for the development of the western waterfront in Oakland as a beach and possible site of a municipal stadium. \* \* \* \* LLOYD GROOGAN, executive secretary to the Alameda County Board of Supervisors, is investigating the possibility of renting space in one building for the adult division of the county probation office now housed in two different locations. \* \* \* \* MISS ROSE VAINSTEIN, branch librarian of the El Cerrito Public Library announces that new books are received twice each month and complete listing of all titles added to the collection are posted on the library bulletin board. \* \* \* \* SAN FRANCISCO'S proposed giant World Trade Center moved a step nearer reality as GOVERNOR EARL WARREN signed a bill authorizing expenditure of \$300,000 of State harbor funds for engineering plans.

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# AROUND AND ABOUT

(Continued from page 2)

ret their young charges for a pano-  
a of California that is visible only  
he Ferry Building. This list of  
gs in the Ferry Building is by no  
as complete, but it will give you  
dea that the building is far re-  
ed from the realm of forgotten  
gs; there's still life in the old girl.

\* \* \*

TANY COMPETENT OBSERV-  
ERS consider Buck Shaw of the  
Francisco 49ers the greatest foot-  
coach in the business. Certain it  
he current crop of players that he  
lined up means that San Francisco  
have its eyes on one of the great-  
football teams in the history of the  
professional sport. In the professional  
e the emphasis is on scoring and  
w has developed an attack that is  
and to none. Along with owner  
y Morabita they are giving San  
ncisco the best there is, and its  
d to top the best in any league.  
s hope that some day soon San  
ncisco will have a football sta-  
in that will be worthy of the best  
ens.

\* \* \*

OST PEOPLE THINK of the  
Pacific Gas and Electric Com-  
y as interested only in selling gas  
electricity. Yet, the company con-  
utes to wild life conservation in  
thern and Central California in  
erous ways, and many of its em-  
ees also take part in conservation  
ivities through their membership in  
Rod and Gun Club of Pacific Ser-  
i Employees Association. The com-  
y and its employees as individuals  
rk closely with the California State  
a and Game Commission in these  
ivities. From mountain reser-  
es is controlled so that streams that  
erly dried up in the summer  
ntain stream flow during the long  
season. Fish ladders are provided  
various dams to enable the fish to  
ch their spawning grounds. Fish  
cens are built at the intakes of  
als to prevent fish from leaving  
ivers. This year the Rod and Gun  
b will plant 2,000,000 trout which  
ill obtain from the State Fish and  
ne Commissioner. Deer escapes  
a provided along many miles of  
crete lined canals so that wild game  
ch chance to fall into the water  
escape. This year 1500 pheasants  
v be raised and planted in the  
ods. Just some more side lines in  
t operation of a large public utility.

\* \* \*

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widened to several feet. It appears as if the Seaboard building, housing the Anglo-California Bank is leaning to the east. If you can't travel to Pisa, Italy see the leaning building of San Francisco.

## President S. F. Board Permit Appeals is Prominent Citizen

**MR. ERNEST L. WEST**, President of the San Francisco Board of Appeals, is a native son of San Francisco, a fact which may help to explain his deep interest and long participation in the civic affairs of this city.

Mr. West, whose age is 63, graduated from Polytechnic High School and was later introduced into the business life of the city as an employee of the American Trust Company. Next, he worked as a salesman of stocks and bonds, a position which ended when he went into business for himself by opening a tailor shop that became famous throughout the city for its fine work.

But despite the success of this venture, Mr. West still had a "hankering" for the job of selling stocks and bonds, a hankering which was finally appeased when he became a salesman of investment securities with the firm of Walstan, Hoffman, and Goodman, members of the New York and San Francisco stock exchanges.

Mr. West is a past president of the Marina Civic Improvement Association. He is a former 1st vice president of the California Republican Assembly, a past president of the San Francisco Chapter of the California Republican Assembly, and a former member of the San Francisco Republican County Central Committee. In 1937, Mr. West led the fight to have the city buy the Gas House Cove property for the future development of the yacht harbor, and later, during World War II, he helped to organize the civilian defense set-up in the Marina District. At present he holds the position of Auditor in the Civic League of Improvement Clubs.

In addition Mr. West has long been active in fraternal organizations in San Francisco. As a Mason, he is a past master of the Pacific Lodge and a past commander of the Golden Gate Commandery. He is a past potentate of the Shrine and in the past was active in the promotion of the annual East-West Football Game.

Mr. West and his wife, Edna, reside at 165 Marina Blvd.

### Ice Follies More Than Show; Also Rank As Important San Francisco Industry

**SAN FRANCISCO'S** famed Ice Follies are known throughout the nation as tops in entertainment . . . but most folks who view the ice spectacle fail to realize that the Follies are also big business.

From a mere idea in the minds of three men, Roy Shipstad, Oscar Johnson and Eddie Shipstad, Ice Follies has grown until today it is considered the most valuable property in the show world.

The show made its debut in Tulsa, Oklahoma, on November 7, 1936, and it has been going strong ever since.

#### FIRST ICE SHOW

Ice Follies was the first all-professional traveling ice show. It started an industry that now draws 14 million patrons every year.

It is interesting to note that Follies officials estimate that over 136,000

people from Northern and Central California, Hawaii and Oregon came to San Francisco last year to see the show, and of course all of them spent money while here for food, lodging and entertainment.

#### SAN FRANCISCO HEADQUARTERS

The Ice Follies have their headquarters in San Francisco at Winterland, Post and Steiner Streets.

All scenery and costumes for the show are made in San Francisco.

And just so the rest of the nation will always remember San Francisco, the Follies bosses usually have at least one scene based on the Golden Gate City. (This year it's a Chinatown fantasy and last year, a sequence was built around Fisherman's Wharf.)

#### WORK YEAR AHEAD

Obviously, it takes a great deal of work to stage the Follies. As a matter of fact it takes a full year to produce an Ice Follies. Within a week of the world premiere of the show in Hollywood, production meetings are held on ideas for the next production a year away.

Costumes are designed and samples made for trial on ice.

Music is selected, written and scored.

Work is begun on stage settings and elaborate properties in the Ice Follies shop in San Francisco.

More than 350 artisans directors skaters, musicians and seamstresses are concerned with the production of an Ice Follies.

#### 18,000 MILES

Covering 18,000 miles each season, the Ice Follies moves by special train consisting of eight Pullmans, six baggage cars, a lounge car and a diner.

Since 1936 the Ice Follies has played to the equivalent of the population of the eleven western states, with Indiana and Illinois thrown in good measure, a total of 24 million people.

Annually, the Follies plays to as many patrons as the New York Yankees and the Chicago White Sox.

It plays to more people than any other single theatrical enterprise.

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## Prominent Bay Area Leaders On Five-County Council Board

APPOINTMENT OF TWO prominent Bay Area civic and financial leaders as members of the Board of Governors of the San Francisco Bay Area Council has been announced by William M. Hale, Chairman of the Council.

E. Earhart, President, Federal Reserve Bank of San Francisco, and Frederick A. Quigley, President, C. A. Hooper and Company—one of the Bay Area's major industrial development organizations—were appointed as council directors to serve with more than 100 Baywide civic and business leaders in the development of the council's program.

Mr. Earhart has a distinguished record of service in Bay Area banking and financial circles since his graduation from Oakland schools and attendance at the University of California. He was with the Wells Fargo Nevada National Bank for six years before joining the staff of the Federal Reserve Bank in San Francisco in 1917. He was appointed Cashier in 1936, President in 1943, and First Vice President in 1946. On October 17 of the same year, he became President of the nation's banking headquarters for



**C. E. EARTHART, Pres.**  
Federal Reserve Bank of S. F.  
New B. A. C. Governor  
ties in Eastern Contra Costa County.

A graduate of the University of Utah, he has held important posts in commercial investment and mortgage banking institutions in Utah and New England before coming to California. He was formerly President of Quarry Savings Bank and Trust Company at Barre, Vermont. He also held the rank of Commander in the U. S. Navy during World War II and saw active service aboard naval air carriers in the Pacific.

A member of the Rotary Club of San Francisco and the Stock Exchange Club, Mr. Quigley resides at 99 Alvarado Boulevard, Berkeley. He maintains offices at 1 Montgomery Street, San Francisco, with frequent business trips to the Hooper Company properties in Contra Costa County.



**FREDERICK A. QUIGLEY, Pres.**  
C. A. Hooper and Company  
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Twelfth Federal Reserve District, being most of the eleven Western states. A native-born Californian, Mr. Earhart has made his home in the Bay since 1906, and now resides at 99 Waldo Street, Piedmont.

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**SAN FRANCISCO PUBLIC LIBRARY**

(Continued from page 11)

stagecoach days, ghost towns, the clipper ship era and age of steam; and the river boats and passenger ferries.

The responsibility of the library as a repository and as an aggressive agent in the preservation of the cultural background of local history is evidenced in the vast quantity of material it has assembled on matters relating to the port of San Francisco and the city's maritime, historical, intellectual and aesthetic growth.

From that momentous day in August, 1775, when the Spanish schooner, San Carlos, under the command of Lieutenant Ayala, sailed through the heads, the port of San Francisco has been the dominant force of its phenomenal growth. Called by Father Font, "the harbor of harbors," it has more than fulfilled his prophecy. It has lifted San Francisco into the very forefront as a world metropolis. Here have come the caravels of the explorers, the packets and hide droghers. Next came the racing clippers, with their hollow bow lines and great sail spried, the wool and whaling fleets, in short, all the "salt, grey ships" from the Seven Seas, down through the age of steam.

One of the major projects that the California Department has undertaken file of San Francisco city directories has been the acquisition of a complete covering the period from 1850 to date. Nearly complete files of newspapers, commencing with the San Francisco Evening Bulletin, 1855 to date, the Alta California, Call, Chronicle, Examiner, Daily Commercial News, Illustrated Herald, Daily News, Evening Post, Globe, Journal, Report and the Star. As a primary source it is impossible to overestimate the value

of the old newspaper files and directories, the early issues of latter which contain a record of city's progress and chronol. Another source of particular interest is the library's nearly ninety per complete file of county histories maps. To these important items have been added an outstanding collection of San Francisco photographs from 1837 to date, the Wilton collection of old ship photographs, the Clayton collection of California wild flower water color, the Tatum collection of California nature scenes in natural color photography, and Curtis' dians of North America.

The Phelan Fund collection includes the finest and most complete set of first editions of Jack London's works ever assembled, likewise MSS. first editions of California authors including Bret Harte, Mark Twain, Joaquin Miller, Ambrose Bierce, George Sterling, Ina Coolbrith, F. Norris, Edwin Markham, Robin Jeffers, John Muir and numerous other writers of the State.

Eighteen volumes of clippings forming the San Francisco and California Scrapbook collection, index of pioneers, California biographies, dexes of California poetry, artists, cemetery records, streets of San Francisco, monuments, ships and wrecks for a part of the many projects in which the library staff is engaged in order to insure a preservation of history.

Coextensive with its California plan the library's plan includes a complete projection of Western art and architecture. In this connection books on art made understood in the broadest sense comprise all literary and artistic productions which in any manner present an interpretation of the State's and kaleidoscopic scene. It hopes eventually to include a substantial collection of reproductions of the works of California and Western painters, a nearly complete file of biographical data, a circulating picture collection and changing exhibits of California artists in all media.

It is the intention of the San Francisco Public Library in conjunction with the Centennial Celebrations Committee, under inspired leadership, to present an energetic presentation to proffer a vast storehouse of its resources. California history in a re-enactment of the drama that brought about the present "Course of Empire," and more fully acquaint the general public with the wealth of material at its disposal.

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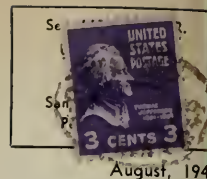
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# CITY-COUNTY RECORD

Vol. 16, Nos. 9 & 10

SEPT.-OCT. 1949

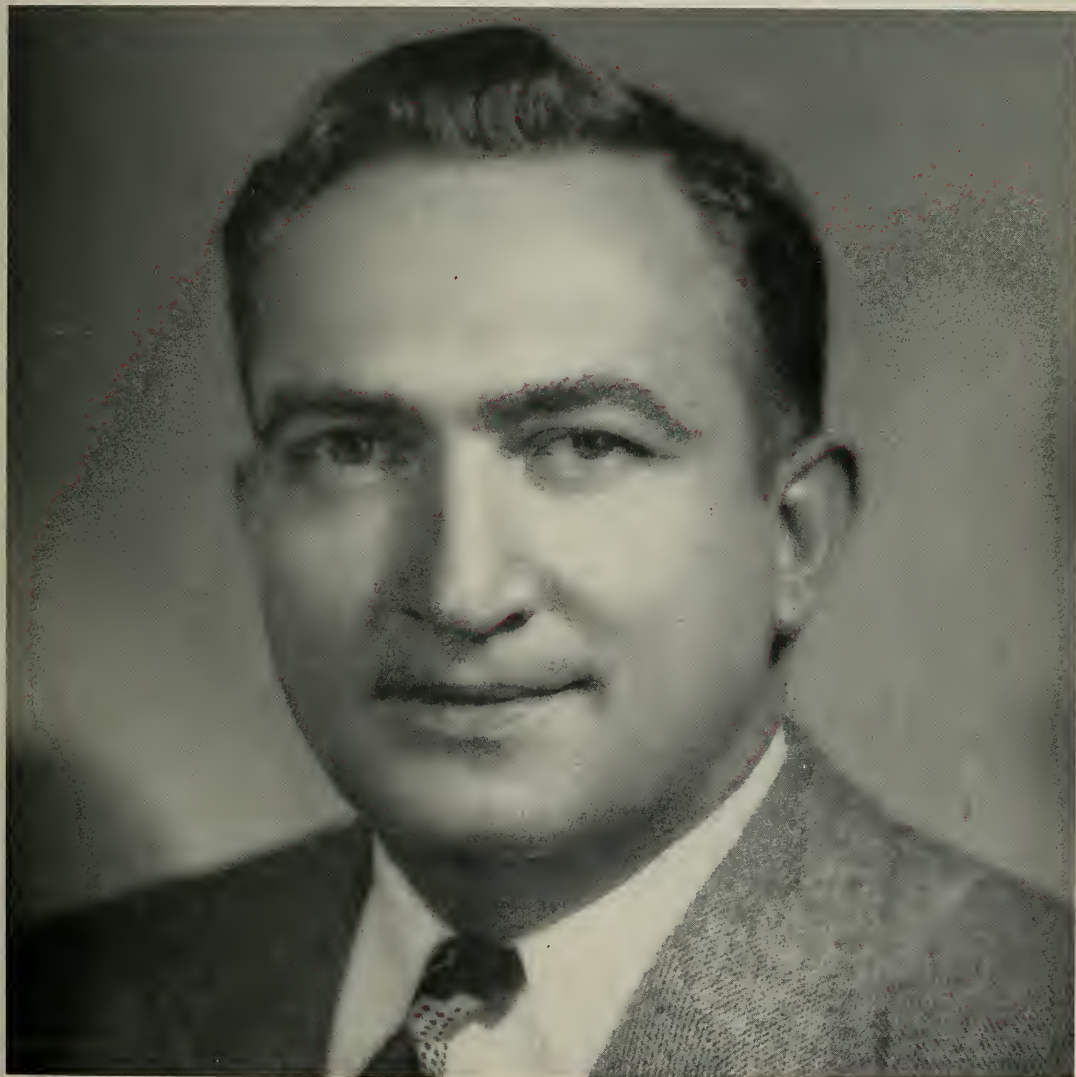
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**JOSEPH KARESH**

(See story page 5)

**Assistant United States District Attorney**

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William Flynn—Record Biographies; Whit Henry—Around and About  
H. L. Little - William C. Hall — Special Writers

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VOL. 16 — Nos. 9 and 10

SEPTEMBER-OCTOBER, 19

## Around and About

By WHIT HENRY

IF YOU WERE TOLD that two men named Tarantino and Alioto were in business together what would you guess their business to be? Probably fish or a fish restaurant. Be that it may, two former GI's with those names are in business together and they don't deal in fish. They operate a grocery store at the corner of Union and Taylor and call it the Hi Ho Market. If courteous service spells success these ambitious lads can expect prosperity.

\* \* \*

THIS DEPARTMENT is still of the opinion that the time of getting home nights is an important factor in all events that take place after the sun sets. I, like many other men in San Francisco, would like to attend various events that take place in the evening, but arising in the morning without enough sleep is too much of a strain. Result: we stay home and play cards, listen to the radio, or enjoy a good book. A double feature is unthinkable. But if sporting events which cater, for the most part, to men would start at 6:30 and be over not later than 9:30, I feel that the promoters would not lose any of their present clientele, and would attract more customers to their presentations. And I'll bet that the wives in town are of the opinion.

\* \* \*

A SHORT TIME AGO a ship was towed through the harbor of San Francisco to the scrap yard. Behind the tug that led the way, this ship still rode the waves in a proud manner. It was the "Yale." To a generation of San Franciscans, the "Yale" was sister ship of the "Harvard," and the "Harvard" and "Yale" were ships that regularly ran between San Francisco and Los Angeles; and on schedule also went to San Diego. Don't confuse the ships with institutes of learning; they

were a San Francisco tradition, took newly married couples on their honeymoons and they also brought them home. Office clerks, male or female, escaped from the routine of the business world to an all too short respite on what, to them, were floating palaces. Billboards advertised the game "Dance as You Sail on The 'Harvard' and 'Yale'." The "Harvard" crashed on the rocks some years ago and the "Yale" was taken out of service. The "H. F. Alexander," flag of arrival line in the coastal trade, also decommissioned. Now Mr. F. Alexander, after whom the ship

(Continued on page 18)

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## Letters To The Editor

FEDERAL BUREAU OF INVESTIGATION, UNITED STATES DEPARTMENT OF JUSTICE,  
Washington, D. C.  
Sept. 2, 1949

Dear Mr. Allen:

Upon returning to my desk I received your letter of August 17, 1949, and I want to thank you for sending me a copy of the City-County Record for July 1949 which contains the article regarding Mr. Merritt C. Speidel.

This is a very interesting biographical sketch and reporter William Flynn is to be congratulated on his fine work in this connection. I deeply appreciate receiving this copy of your publication.

Sincerely yours,  
J. EDGAR HOOVER.

Dear Mr. Allen:

It is my pleasure and honor to officially notify you that you have been elected to the Directorate of your Redwood Empire Association for the fiscal year 1949-50.

President Beecher requests that you participate in the first meeting of the new Intercounty Board of Directors, at 3 p. m., Saturday, September 24, following the General Assembly during 29th Annual Convention at Sonoma Mission Inn, September 22-24. The new Executive Board will convene immediately thereafter.

Your advice and counsel, your active participation in other important business sessions during the Convention, will be timely and worthwhile.

Your personal interest is not only appreciated, but will be most valuable and beneficial during the coming year.

Sincerely yours,  
WAYNE H. THORNTON,  
Foreman of the 1949 Election Board

LAFAYETTE CLUB, Inc.

Editor:

The Lafayette Club has set aside the meeting at Druid's Hall, 44 Page St., of Monday, October 3, 1949, starting at 8 p. m., for the purpose of enabling candidates to present their views to its members prior to the Club acting upon its endorsement.

Candidates are, therefore, invited to attend. Speakers will be limited to 10 minutes. The President will be required to control the time allocated, in order to give all candidates and persons appearing in favor of, or in opposition to propositions, ample time to present their views.

Yours very truly,  
ROGER GRALOU, Pres.  
FERDINAND J. LAPEYRI, Secy.

JOHN WESLEY CULLEN  
230 N. Michigan Ave., Chicago, Ill.  
September 15, 1949.

Dear Mr. Allen:

The courtesy of your sending me a recent issue of the City-County Record,

featuring an article on Mr. Merritt C. Speidel, is very much appreciated.

Your Mr. Flynn has certainly written interestingly, and I enjoyed every word of it, but as good as it is, it does not begin to tell the story, and thus, I very much wish that Mr. Speidel would write his autobiography.

I am writing to him today, urging that he do this, and am hoping that you will give a helping hand to the project because I know from my own intimate knowledge that the story of his life should not be lost to posterity.

With high personal regards, and again with thanks, I am

Yours very truly,  
JOHN W. CULLEN.

HERBERT C. CLISH  
Superintendent of Public Schools  
San Francisco

Editor:

I want to thank you very much for sending a copy of the City-County Record containing the article featuring Mr. Merritt Speidel as well as much other interesting news and valuable information. Even though I felt I knew Merritt quite well I learned many interesting facts from your article which I had not known before.

It is always a pleasure to have an opportunity to read your fine magazine.

Sincerely,  
HERBERT C. CLISH,  
Superintendent of Schools.

HOTEL WALDORF-ASTORIA  
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Dear Mr. Allen:

Your letter of August 8 and the article on Mr. Merritt Speidel have arrived in Mr. Ready's absence from the city. He is expected back the latter part of the month and I shall place them before him as soon as he returns to the office.

Very truly yours,  
W. O. PICKARD,  
Secretary to Mr. Ready.

THE CAYUGA IMPROVEMENT  
ASSOCIATION  
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Dear Mr. Allen:

The Cayuga Improvement Association wishes to thank you for being our "Master of Ceremonies", at our Installation Dinner.

Yours sincerely,  
CLARENCE LOVERIDGE,  
President.

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Editor:

You may imagine my delighted surprise when Harry Kimball brought me a copy of the City-County Record of  
(Continued on page 18)

## Ridgely Cummings looks over the Bay Area



CITIZENS OF RICHMOND are soon to have their own Civic Auditorium and Art Center and will not have to cross the Bay to get in on artistic rumpuses and Flagstad controversies. Building Inspector Burgess Poole has issued a permit for the new structure to the Clinton Construction Company of San Francisco. Estimated cost is \$1,893,000. Ground-breaking ceremonies took place during August. The auditorium will have a seating capacity of 3,700 and is designed for concerts, shows and all types of education and recreational programs.

### SUPERVISOR MANCUSO

Supervisor Ed Mancuso of San Francisco will head one of the statewide policy-making committees of the County Supervisors Association of California. He has been named chairman of the federal lands committee, with his major chore the job of trying to persuade Washington to pay taxes on the federally held land in various states. This project of taking money out of one pocket and putting it in another is evidence of the sharp competition between national, state and local governments over who shall put the tax bite on whom. Supervisor T. Fred Bagshaw of Marin County was named chairman of the association's tax committee and Dan Gallagher of San Francisco County heads the legislative committee.

A companion organization to the County Supervisors Association and one equally potent in the halls at Sacramento is the League of California Cities. Officials in city governments who comprise the membership of the League will meet in 51st annual conference this month. The dates are October 24, 25, 26 and the place San Francisco, with joint conference headquarters at the Mark Hopkins and Fairmont Hotels.

### CHARLES W. MEYERS

The California electorate has a tendency to smile on men who start at the bottom and win good marks for capable performance. It is pleasant to report that Charles W. Meyers, assemblyman from the 24th district, has done just that during his freshman year in the legislature.

One hears nothing but good about Charlie. He represents the outer Mission district of San Francisco, which his uncle, Walter J. Schmidt, also represented from 1921 to 1925, a period when Assemblyman Meyers was still wearing diapers. Charlie was born in 1921 in San Francisco's Noe Valley.

He was a sergeant in the Engineer Corps, U.S.A., during the late unpleasantness and came out of service to open his own photographic studio and go into politics.

The young assemblyman put on a whirlwind campaign last year and one of the main tenets in his platform was oleomargarine. Charlie promised his constituents that if elected he would go to bat for the housewife who were tired of rubbing yellow coloring matter into the white butter-substitute. He kept his promise. With the guidance of Assemblyman Thomas A. Maloney of San Francisco, a veteran in the ways of men and bills, and with the assistance of Assemblyman Edward F. Gaffney, the bill allowing the sale of yellow margarine was passed. After October 1 the California housewife who for reasons of economy wants to use margarine instead of butter, will no longer have to go through the laborious chore of mixing in the color.

Charles Meyers is a member of numerous Mission district organizations, of the Native Sons and veterans groups. And, note to distaff readers of City-County Record, he is one of our town's most eligible bachelors.

### CONTRA COSTA SUPERVISORS

Supervisors of Contra Costa county came in for bouquets recently when they announced that the 1949-50 county tax rate would be \$2.24 per \$100 of assessed valuation. C. E. Fleager, president of the Contra Costa County Taxpayers Association, commended the board of supervisors for their successful efforts in "holding the line" on ad valorem property taxes.

The San Mateo county probation department, like other juvenile agencies throughout the state, has had a busy time of it the past few years. In a period when many youngsters were unsettled because of diminishing opportunities for part-time employment and over-crowded schools, the county probation department has done a good job in handling juvenile delinquents and the prevention of adolescent misbehavior. Therefore it is a pleasure to report that the trained personnel who have done so well will continue on the job for another two years. Superior Judge Aylett R. Cotton has re-appointed John S. Cowgill, who heads the department, and his assistants,

(Continued on page 16)

## John J. O'Toole Heads Holm's Campaign

John J. O'Toole, retired San Francisco City Attorney, has accepted the chairmanship of a non-partisan citizens committee to campaign for the retention in office of his successor, City Attorney Dion R. Holm.

Holm has discharged the most responsible duties at the City Attorney's office, O'Toole pointed out, for more than 20 years. A few days after O'Toole first took office a sCity Attorney in 1923 he selected Holm as his chief deputy and the two worked as a team until O'Toole's retirement



### JOHN J. O'TOOLE

Former S. F. City Attorney Backs  
Dion R. Holm for Job.

last March and Holm's appointment as his successor.

O'Toole was one of the most popular City Attorneys in San Francisco's history. In announcing his decision to campaign for City Attorney Holm he stated:

"Mr. Holm is one of the nation's foremost authorities in the complicated and highly technical field of municipal law.

"In these times, when the rewards of public service are few indeed, it should be heartening to the people of San Francisco to know that a man of his distinguished attainments is willing to sacrifice the benefits of private practice for public service.

### HOLM COMPETENT

"I believe public officials of Mr. Holm's competence deserve public support—especially in the City Attorney's office where a freshman, however eager to learn, or a politician, however anxious to serve his friends, could invite civic bankruptcy."

O'Toole gave full credit to Holm for his successful pleadings in cases extending as high as the Supreme Court of the United States, in which the city won judgments running into many millions of dollars over the past 20 years.

In one of these cases, O'Toole said,

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Holm succeeded, after adverse ruling in lower courts, in winning for city a case involving more than \$70,000 in "orphan pennies" claimed by the former Market Street Railway and a prolonged fare dispute. The money went into San Francisco's treasury.

## Wholesalers Credit Assn. Elect New Officers

Now located in its new quarters, 361-17th Street, the Wholesale Credit Association of Oakland has announced results of the annual election of officers. The new officers are: William H. Jamison, president; J. Morrison, vice-president; Homer Craig, Jr., treasurer; Kenneth C. Peck, executive vice-president and George Stockfleth, counselor.

The association was formed in 1937 as a nonprofit organization to work with the National Association of Credit Men for the general protection of their accounts receivable. Founders included: Harry Harding, now of Pleasanton, Vic Stuart, Lee Mall, J. O. Banta, Guy E. Cole, Lyle Stearns and Sidney Sea. Present membership, 408.



# JOSEPH KARESH

## Assistant United States District Attorney

By WILLIAM FLYNN

Special Writer — The Record

JOSEPH KARESH, Assistant United States District Attorney in San Francisco, is one of those law enforcement agents who takes his work seriously and believes in justice tempered with mercy.

He is neither a defense attorney nor a prosecutor.

Rather, he is the representative of the United States government in both criminal and civil proceedings. His record during almost a decade of work in the federal courts proves again that the taxpayer usually receives more than he pays for when he underwrites a salary check.

This is true particularly in the case of Karesch and other United States attorneys. They must be qualified by training, inclination, and experience

to handle all types of litigation. They must have a criminal case one day, a civil case the next day. In them, the taxpayer gets two men for the price of one while other governmental agencies hire two men.

### CASE ILLUSTRATED

This is illustrated in the case of the City and County of San Francisco. The district attorney handles only criminal prosecutions while the city attorney handles civil cases against the municipality.

Small, broad-shouldered, with a personality that can be dis-armingly pleasant, Karesch sincerely believes that one of the greatest privileges of a man's life is to represent the Government of the United States. Considering his background and experience, such a belief on his part is entirely and sincerely possible. He views his career in federal services as one that is entirely satisfactory.

As a deputy of United States Attorney Frank Hennessy, Karesch has been assigned to the court of Chief District Judge Michael J. Roche. He specializes in litigation involving veterans' re-employment, narcotics prosecutions, suits instigated by inmates of Alcatraz who have plenty of time to study law in attempt to win their freedom via a legal manner. He also handles any suits that are filed against governmental employees.

### VETERAN RE-EMPLOYMENT

The work concerning veteran re-employment may be considered a carry-over from the wartime days when he was assigned to handle the prosecution of Selective Service Act violators. As the government's prosecutor in such cases, he was instrumental in sending a goodly number of individuals to jail. He makes sure that men who accepted the draft board summons are treated as far as their job rights are concerned.

He takes the Alcatraz litigation as a matter of course but during the

years has developed considerable professional respect for the amateur lawyers of "The Rock."

"Don't let anyone fool you," he says. "Some of the best legal brains in the country are in prison over there."

It is the narcotics cases that cause Karesch's blood pressure to rise. He has an almost unobjective hatred for the "Big Time" narcotics peddler. For him, he believes, no punishment the law can hand out is too severe. For the addict, who does not profit from the drug traffic but merely suffers, Karesch believes in mercy and rehabilitation.

### HAS CHARTERED COURSE

Karesch is not a man of moods or impulses. He is an individual who has charted the course of his life. He has made deliberate choice of careers and now may be planning to extend his activities in the law. Human, he is ambitious and it would not be at all surprising that someday he would be instrumental in inserting new precedents in the law books for the law students of the future—in search of justice—to study. That may be accomplished in the role of a judge or some other position of influence in the courts and community.

Considered as a complete individual, Karesch might be seen as two individuals. One is a professional lawyer who has an enthusiasm and talent for prosecution. The other is an individual who knows and believes that people are human and that they need something more than materialistic standards to live by.

This double personality is not surprising because by his own decision he is a lawyer rather than a rabbi.

Karesch was born at Wilmington, North Carolina, on January 22, 1909, the son of Rabbi and Mrs. David Karesch, who now reside in Columbia, South Carolina. He was graduated from the University of Minnesota with a Bachelor of Arts Degree in 1929 and received his lawyer degree from the

University of San Francisco in 1933.

He had moved to the San Francisco Bay Region in 1930 and for the next nine years he carried out the duties of an assistant to a rabbi and acted as a rabbi, principally in San Jose, California. He was admitted to the State Bar of California in 1935. While acting as rabbi to the Santa Clara Valley Jewish community, he practiced law in the courts of that county. Most of the time he was the defense attorney appointed for penniless defendants by the courts.

His manner of seeking justice in such cases may be indicated by the question he sometimes was asked from the bench during such cases:

"Are you pleading now as a lawyer or a rabbi?"

He was pleading for justice tempered with mercy.

### LEARNED FIRST HAND

It was during this period that he learned first hand of the violence that man can unleash on man—a knowledge that has given him the firm opinion that crimes of violence should be punished heavily.

He conducted funeral services for Brooke Harte, victim of the San Jose kidnapping and killing that was concluded with the infamous lynching more than a decade ago.

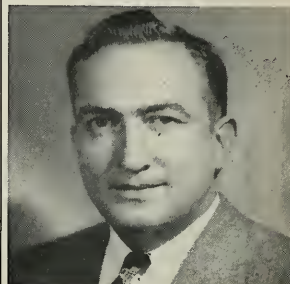
In 1939, after completing the required seven-year religious probationary period for ordination, he decided to make the law his life's work. In 1940 he was appointed to the staff of the United States District Attorney at San Francisco.

Came the war and, disqualified for military service because of physical reasons, he managed to find a way into uniform.

### SERVED AT AIR BASE

He served as an auxiliary Jewish chaplain at the sprawling Fairfield-Suisun Air Base not far from San Francisco which sent thousands of soldiers to the Pacific battle fields and received hundreds of wounded when they came home. He was not paid for his work. In fact, he paid the gasoline and automobile expenses involved in the commuting chore. Only on the base did he have the rank of an officer.

He has two mementoes of his service as a chaplain. One is a memory and a conviction and the other is a piece of jewelry of little or no practical value but one of the most prized things he possesses.



The memory was inspired by an event that occurred one Friday evening just as he arrived to prepare for weekly services. A trans-Pacific plane taking off for the Pacific developed engine trouble, turned back, and crashed and burned just short of the runway. The pilot, crew, and passengers were killed.

Karesch helped identify the dead. He worked with the chaplains of other faiths stationed at the field.

"Then I knew," he says, "that all men are brothers."

The material remembrance of his service is a small gold pen knife that he wears on his watch chain with two other bits of jewelry.

The knife was given him by the Air Force men whose spiritual wants he administered to during the war. It is a token of their respect and appreciation.

### ORATORY MEDAL

The other items on the watch chain are the Archbishop's medal for oratory that he won while at student at the University of San Francisco. The other is a medal that he won during his undergraduate days in a competition to determine the nation's best young Jewish orator.

(Continued on next page)

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**JOSEPH KARESH**

(Continued from page 5)

These may be small personal triumph for him but they are significant in another and more general respect. They reflect the character of the man and the tolerance of San Francisco—its willingness to recognize ability and character for what it is.

**HAS PHILOSOPHY**

Karesh, sometimes rabbi and full-time prosecutor for the federal government, has developed a particular philosophy about his work.

"A prosecutor can do a lot of good," he explains. "He must see that the guilty are prosecuted and the innocent are protected from prosecution. His real job is to see that justice is done."

Under the rules of the federal court, the United States District Attorney's office sometimes exercises what amounts to judicial powers. If the attorneys who must present the case before a judge and jury are not sure they have a case, they may halt the proceedings.

For these decisions they are responsible only to the Attorney General of the United States—and the people through him. But the people and the Attorney General usually take the word in the in-the-field-assistants because they cannot be aware of every detail of every case.

**SYSTEM PERMITS**

This system would permit considerable skull-duggery if the assistants were not men of character and honesty. Through a recommendation based on opinion as well as fact, justice could be purchased for a price.

While Karesh sometimes is opposed by the highest priced lawyers in the community, who are representing individuals who do not have his respect because of their "profession," he is not one to bluster and storm and become a bit personal in the court room tournaments.

A federal judge has remarked in a formal opinion that Karesh not only represented the government ably and well during a trial but he was always fair to his opponent. Yet, during a nine-year period, handling many hundreds of cases, he has lost but three. Certainly an outstanding record!

**DEEP HATRED**

Karesh has a deep hatred for two kinds of crime.

He dislikes the narcotic peddler.

He dislikes those responsible for crimes of violence.

He is convinced that crime, in the commercial manner, is organized in the United States on a nation-wide basis. He believes sincerely that unless law enforcement is continually alert and prosecution minded, this combine or syndicate will take over the country.

As evidence of the crime combine,

Karesh points to the fact that upper class narcotics peddlers seldom have difficulty in raising bail even though the sum required may be in five or six figures.

"And some of this money comes, without delay from as far away as New York," he says. "That must be more than just a friendly gesture from a pal."

As do all lawyers, Karesh hopes some day that he may be a judge. His future apparently is secure as a member of the United States Attorney's staff. But he is young and may be ambitious for something else.

There is the question of whether he would be content as a judge. It may be that he really desires to be a prosecutor, a front line "crime fighter" who makes not only tactical but strategic decision. If fate is so minded, such a job may be his, not necessarily in federal service. If such does transpire, the people of San Francisco may profit.

As the son of immigrant parents, he believes that it is a privilege, a duty, and responsibility to serve government, giving his service in the manner that would satisfy the conscience of a man of ideals—and the son of parents who he hopes will continue to be proud of him.

**S. F. Bay Area Council Celebrates Third Birthday**

**T**HE BAY AREA COUNCIL celebrated its third birthday of active service in the civic and industrial development of the nine Bay counties at a luncheon conference of the Council's Board of Governors held at the Commerce Club Thursday, September 1.

Nationwide recognition of the Council program was reported by Chairman William M. Hale, who announced that the first three years of the organization have firmly established it as a "going concern". The Council's record of accomplishments has won commendation throughout the Bay Area and from many metropolitan areas of the nation, Hale added.

Mayor Elmer Robinson expressed the appreciation of the City and County of San Francisco for the cooperation and support of the Council in the preparation and issuance of the Bay Area Airport Planning Report, the first comprehensive regional study of airport development ever to be developed in a U. S. metropolitan area. Paul Oppermann, San Francisco Planning Director, summarized the Baywide airport plan, projecting long-range airport needs over a ten-year period to 1960, stated that San Francisco has a definite stake in Bay Area growth, as evidenced by its financial and technical contribution to the first Federal-State-Municipal industry report of its type to be made on airports and air transportation.



**WILLIAM M. HALE, Executive Vice President American Trust Co., San Francisco, President Bay Area Council.**

The Bay Area's industrial growth problems were voiced by C. D. Lafferty, chairman of the Council's Industrial and Business Development Committee, who said that "The Bay Area has a job to do in educating planners, property owners and communities as to the vital importance of new and established industries in relation to payroll and tax-roll benefits. He pointed out that "the icing is the cake" in the parade of new plants to the West Coast and the Bay Area must work together in bidding for industries looking for Pacific Coast headquarters for production and marketing activities. Lafferty urged the Council working with Bay and county organizations, be called on for assistance in analyzing and taking action upon many of these problems of industrial expansion which ensure Bay Area employment and prosperity.

The Council Board also heard the U.S. Department of Commerce taken an intensive interest in the Council's program and has cooperated to a substantial extent in developing Bay Area economic surveys and research activities. Van Buren Starn, Field Representative, Area Development Division, Office of Domestic Commerce, at San Francisco, professed the continuing services of the Federal agency in furthering the program aims of the Council Bay Area sponsors.

The Council Board of Governors also voted favorably for the initiative measure repealing Proposition N and calling for reinstatement of the original State plan of Old Age Security and Aid to the Blind with certain amendments.



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and Ability"*

**DION R. HOLM**

(INCUMBENT)

**CITY ATTORNEY**

**CITY AND COUNTY OF SAN FRANCISCO**



# Baywide Airport Plan Just Issued Paves Way For Comprehensive 10-Year Program

THE SAN FRANCISCO BAY AREA now has a Baywide Airport Plan extending through 1960.

The first comprehensive, regional study of its type ever to be undertaken, completed and issued recently by the City and County of San Francisco, under the auspices of the Bay Area Airport Planning Group, with the work performed by the City Planning Commission and the Department of Public Utilities.

Developed after a year's research and study with the cooperation of the Area Council, the Bay Area Aviation Committee, and civic and industrial organizations interested in the development of air transportation serving the Bay Area, the new Baywide Plan marks a significant step forward in long-range aviation growth of the Bay counties.

## 10-YEAR PROGRAM

The Airport Plan paves the way for a 10-year program of construction and improvement of existing and new airports and facilities to keep pace with the growing Bay Area aviation industry. San Francisco, Oakland and other Bay county airports can now take action in establishing facilities for commercial and private air transportation that will assure the Bay Area's ranking as one of the world's foremost aviation centers for airborne passenger, freight and mail cargoes.

The Plan was made possible by Mayor Elmer Robinson, who asked Frank L. Fish, of the Bay Area Council, and the Aviation Committee to appoint an advisory group from the nine Bay counties to assist in developing the area-wide plan.

## REPORT HIGHLIGHTS

Highlights of the 120-page Baywide Airport study, complete with maps and charts, are:

The Airport Plan recommends development of 22 new airport facilities by 1960 to serve Bay Area air transport

Treasure Island is also the target for No. 1 consideration with allocation of space to be requested at the northern end of the Island for a Class 1 civic airport to serve the owners of private aircraft.

A similar request for private aircraft facilities calls for surveys of the

shuttle routes linking centers of mail receipts and deliveries and air transport terminals. Specific locations suggested for development as heliports are the roof of the Rincon Post Office; a roof site nearer San Francisco's downtown district and hotel center; and the waterfront, near the Ferry



and private flying requirements.

Largest new facility is the Berkeley-Richmond Airport proposed for development as a Class 3 facility by 1960 on the Bay tidelands off the Berkeley shore. This recommendation calls for immediate steps to build a Class 2 field at this site to meet the present needs of private flying.

tidelands south of Hunters' Point to lead to possible construction of a Class 1 airport. This is the only available site for such an airport in the City of San Francisco.

Heliports are recommended for study and development, with loop and

Building.

Airline bus terminals are recommended for location at central downtown points in major Bay Cities, with consideration to be given to eventual passenger shuttle service, plus mail and cargo delivery by helicopter.

All major air transport facilities should be developed on "a quality rather than quantity basis" within the framework of a pattern affording the best service to all parts of the Bay Area.

Recommended improvements for San Francisco and Oakland airports include: Installation of aids to air navigation; traffic control and landing; development of airports for optimum operating efficiency; improving accessibility of existing terminals to the communities and rurals which they best serve.

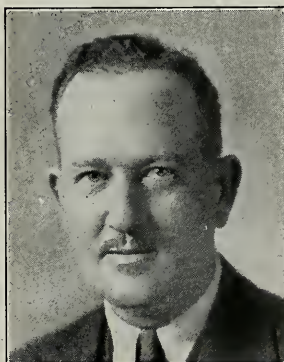
State agencies are asked to place air-markers on state highways, as a part of a Baywide air market program to make private flying safe and more convenient.

The Group recommendations support continuing study of air cargo potentials in the Bay Area, with special reference

(Continued on page 17)



**T. J. KENT, Chairman**  
City & Regional Planning  
University of California



**B. M. DOOLIN, Manager**  
S. F. International Airport



**ERNIE L. SMITH,**  
Assistant to Vice President  
Trans World Airlines

# Thomas M. Carlson, Richmond City Attorney Has Won Deep Regard of Fellow Citizens

By L. E. HUNT

Special Writer — The Record

The City of Richmond, sprawled along the east shore of San Francisco Bay, never lets George do it. Instead, it calls for Tom to do the job. And so far, Tom has never failed.

Tom, in this case, is City-Attorney Thomas M. Carlson, pioneer Richmond attorney and veteran city official. Since 'way back in 1926, Tom "has been doing it" for Richmond, and his countless friends in the Richmond area hope that for years to come he will still be carrying the load.

## SERIOUSLY ILL

Shortly more than a year ago Carlson was seriously ill. His friends despaired. Throughout the city, at meetings of the Chamber of Commerce, the Merchants Division, the City Council and other organizations, little groups held hushed consultations. "What's going to happen if Tom goes?" they asked each other.

Fortunately, Tom recovered from his illness, and although his activities have been curbed by his doctor's orders, he is much in evidence in Richmond these days, carrying more than his share of municipal responsibilities.

## CITY OFFICIALS

City officials and citizens of Richmond, in general, are accustomed to "letting Tom do it."

If the housing authority receives word from Washington that some governmental expert, safely entrenched in an office thousands of miles from Richmond, has ruled against the interests of Richmond and the thousands of residents of the housing units, the immediate cry is: "Send for Tom Carlson." And Tom, brief case in one hand and Stetson hat in the other, climbs aboard an air liner and heads for the capital. There, after countless conferences and parleys with bureaucrats and others, Tom finally emerges with a victory of some sort for Richmond.

## CHAMBER OF COMMERCE

If the Chamber of Commerce needs a good man to be turned loose on a "buy at home" campaign, they send for Tom. And Tom devotes hours of what should be his spare time to addressing meetings and gatherings.

If the Community Chest, or the Red Cross or some of the other countless agencies needs assistance in its fund campaigns, the cry goes up: "Send for Tom Carlson." And Tom stumps the town and the county, preaching the message of the organization.

At countless City Council meetings his wise advice has saved Councilmen

From 1915 to 1917 he was deputy district attorney for Contra Costa County, with offices at Martinez. He served under the late Superior Judge T. D. Johnston, who was then District Attorney.

Carlson came to Richmond and became an associate of Wilbur S. Pierce in firm of Pierce and Carlson. This partnership lasted for years, until Pierce went to Oakland.

## CITY ATTORNEY

From 1919 to 1926, Carlson served as city attorney for the City of Cerrito. And, during that period, served as a member of the State Assembly in 1923 and 1924. In 1926, he became City Attorney for Richmond post he has held ever since.

He was attorney for the Salt Water Barrier Association; he was named Gov. James Rolph, Jr. to the war Commission for the state; with James Burke, of Visalia, he is co-author of the California Central Valley Project Act of 1927-1936; in addition to many other duties.

Carlson is a past commander of Richmond Post No. 10, American Legion and from 1935 to 1940 was member of the State Veterans Welfare Board, having been appointed by Governor Merriam. He is active in work of Richmond Lodge of Elks, is a past exalted ruler of that organization.

## GREAT LOSS

One of Carlson's personal tragedies came in World War II when his son, Corporal Thomas W. Carlson, an infantryman, was killed in action in Philippines in 1944. In honor of memory of his heroic son, Carlson established the Thomas William Carlson scholarship fund at the University of California. Scholarship has assisted a number of deserving students to complete their education.

Carlson makes his home with wife, Jessie, at 485 Carlson avenue, Richmond. He has no hobbies—too busy living, working and serving.

## THE GOLDEN GATE EXCHANGE CLUB OF SAN FRANCISCO

Dear Mr. Allen:

Your acceptance as Chairman of the "Publicity Committee" is sincerely appreciated and I have full confidence in the manner in which you and your committee will function. Ivan Brown has been selected to serve on your committee and you may feel free to call on any other members you so desire.

HAROLD KLINGER,  
President.

The Berlin Airlift has a highest safety record than the Air Force's overall safety record.



from hopeless jackpots and impasses. Council members rely upon his sage counsel, knowing that Carlson has only the interests of Richmond at heart.

And, private citizens rely upon him, too. In brushes with the law, either civil or criminal, John Q. Citizen's first thought is: "Send for Tom Carlson." As a result, Carlson's legal practice and that of his several partners, is one of the largest in the county.

In short, Carlson has become a sort of Father Confessor to City officials and to citizens alike.

Carlson's career has been one of action. He was born in San Francisco in 1893 and attended schools in the bay area. He graduated from Fremont High School in Oakland and entered the University of California, graduating in 1915.

In 1917, Carlson resigned his post and returned to the University where he served as an instructor for the United States Air Force. An early aviation enthusiast, Tom "did his bit" in World War I instructing cadet airmen. Even during his days as a flying instructor, Carlson found time to continue his studies at the University, receiving his "D.J." in 1919.

During his term of duty as a flying instructor, grim tragedy brushed him. At San Diego he was instructing a cadet in a dual-control plane. The student "froze" at the controls and the ship crashed. The student escaped uninjured. But Carlson spent from June until September, 1918, in an Army hospital, recovering from injuries... injuries that are still painful to him.

Mustered out in January, 1919,



## BAY AREA BRIEFS

**APPOINTMENT OF DR. ROBERT C. MILLER**, director of the California Academy of Sciences at San Francisco, as chairman of the natural resources committee of the California State Chamber of Commerce's Central Coast Council was announced today by Frank M. Shay, San Jose, State Chamber of regional vice president. Shay also announced the following reappointments of San Franciscans as heads of important Central Coast Committees.

**Lloyd E. Graybiel**, chairman industrial committee; **Lewis G. Carpenter**, chairman, agricultural committee; **Don B. Lauritzen**, chairman, and **H. Hatch**, vice chairman of the social security committee. **Robert H. Fouke**, chairman, and **H. H. Hoss**, vice chairman of the tax committee; **Prentiss A. Iwe**, chairman, and **Raymond C. Ilie**, vice chairman, travel and recreation committee.

### ARTHUR G. CRAIG

**Arthur G. Craig**, a resident of Berkeley, for more than 30 years has been selected by the East Bay Municipal Utility District as manager of the Berkeley Business office. Craig succeeds to the position held by T. V. Crafts for more than 24 years until his retirement last June. **Herbert V. Green**, 881 Aileen Street, Oakland, will assume the duties of Principal Engineer. Clerk at the Oakland office made vacant by the promotion of Craig. Green is a veteran of 27 years service with the District. . . . Campaign goal of the Richmond-El Cerrito Community Chest drive this year is \$148,834 according to Chest President **Duncan Currie**. . . . **F. B. Fernoff** of Oakland is one of the five California lawyers elected to the Board of Governors of the State Bar Association. Others are **Leslie A. Celary** of Modesto; **Laurice J. Kennedy** of Redding; **Stanley Guthrie** of Los Angeles, and **Burt D. Wood** of the ninth district. Governors serve for three years.

### DR. WARREN A. KETTERER

**Dr. Warren A. Ketterer** of Richmond has been appointed assistant health officer for Contra Costa County. A long-time resident of the Bay Area, Ketterer holds bachelor and master degrees in public health from the University of California. . . . Bank of Martinez, oldest banking institution in California still operating under its original name is undergoing major reconstruction program and will emerge one of the most modern in the state. . . . Bids will be opened October 26 for a new thirteen classroom, \$450,000 elementary school to be built in "H" district near the Hayward-Niles highway, in Decoto. **Mr. L. W. Mustick** is district superintendent. . . . Plans under way to create a Washington Township Chamber of Commerce, with civic leaders and neighboring Chambers of Commerce cooperating in the movement.

The Navy has granted the Livermore Elementary School District the use of additional buildings for school

purposes bringing the total to four the number of structures available. The buildings are former Navy classrooms. . . . A \$182,114 contract for a Martinez Junior high school construction program has been awarded by the Alhambra Unified School Board of trustees to **V. P. Kaufeberg**, local contractor. . . . The grass burning program of the San Pablo fire department carried on this year has paid off in a greatly reduced number of fires according to Chief **Manuello Mello**. 193 calls have been made by the department this year as against 230 to this date last year. . . . Concord's 1950 Community Chest goal has been set at \$17,000 by the board of directors of the chest. The annual drive will begin the first week in October.

### STANDARD OIL COMPANY

Standard Oil Company of California announces the sponsorship of new \$500 scholarships for the 1949-50 academic year in nine universities. The universities will select the winners. Standard Oil has suggested that they be chosen primarily on the basis of potential future leadership in democracy, and without restriction as to sex, race, creed or of study. . . . Superior Judge **Timothy I. Fitzpatrick** of San Francisco will head the University Group in the forthcoming Greater University of San Francisco Fund campaign. The University is embarking on a \$15,000,000 program which it hopes to secure by 1955.

### PITTSBURG RECREATION

Superintendent of Schools **Charles E. Haworth** heads the Pittsburg Recreation Commission filling the post left vacant by **Fred S. Ramsdell** retiring school official. . . . The Fourth Annual Oakland Air Show will be held at the Oakland Municipal Airport starting October 2. Funds for the show are provided by equal contributions from Oakland Board of Port Commissioners, the Oakland City Council and the Alameda County Board of Supervisors. The show is under the sponsorship of the Oakland Junior Chamber of Commerce. No admission is charged. . . . A summer-time educational program of the Oakland Boys Club was moved to the Oakland Municipal Airport on August 12 as 25 boys from the Filbert Street Club House learned something about aviation. "Know Your City" is the theme of the program which has taken the boys through the Oakland City Hall, police department, regional parks and several other industries of the area according to **Al Barros**, manager.

## GRIFFITH GUEST HOUSE

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Ground has been broken and work started on the new 5-room Buena Vista school near Walnut Creek. The school will be completed in November providing facilities for approximately 200 students. . . . Alameda County's abandoned old courthouse, located between Fourth and Fifth Streets, Oakland, faces possible razing as a "serious fire and life hazard" if the recommendations of Oakland Fire Marshal **James J. Sweeney** are accepted by the Board of Supervisors. . . . Contra Costa County Auditor **D. M. Teeter** has informed the directors of the Pittsburg Community Hospital District created a year ago, that the tax base is \$33,878,850 which will provide \$67,417 for hospital operation this year. The estimated tax base was \$28,000,000 when the district was formed.

The Contra Costa County budget for 1949-50 with an expenditure program of \$10,705,329, adopted by the Board of Supervisors leaves the tax rate remaining at \$2.24. The budget represents a drop of approximately \$200,000 from last year. . . . **Robert W. Wylie**, port manager, State Board of Harbor Commissioners at San Francisco has been elected president of the California State Association of Port Authorities, **Carl Smith** of San Francisco as secretary and **Fred D. Parr** re-elected as treasurer at the two-day convention of the organization recently held at San Diego. . . . Current membership drive of the Mt. Diablo Child Therapy Center.

(Continued on page 14)



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ATTORNEY

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# Mission Street Merchants Association Hold



When the Mission Street Merchant's Association sets out to do anything, it always does a bang-up job! Witness the recent Mayor Elmer E. Robinson Night, an annual celebration of the group, which jam-packed the Mission Masonic hall, provided tops in entertainment, refreshments and enjoyment for the overflow gathering. (1) Shows His Honor the Mayor deep in study of the evening's program while President Joseph S. Ravinsky explains some of the items. Right, executive secretary John Clymer is wondering how to seat a few more guests.

(2) Mrs. Elmer E. Robinson, San Francisco's charming First Lady is thoroughly enjoying herself. (3) President Joe and other Merchant executives welcome Mayor Robinson and other dignitaries from the City Hall. (4) Also happy, the beautiful wife of President Ravinsky, Mrs. Mission Street Merchant in person! (5) Mayor Robinson opens up his talk with a funny one that tickles everyone including President Ravinsky. (6) Not as serious as it looks; President Joe and Sam McKee, Public Utilities Commissioner, are NOT discussing Mission Street alterations! (Continued on next page)



# Annual Mayor Elmer E. Robinson Reception



(12) Judge Herman Van Der Zee, left, congratulates Carl Allen upon his appointment as municipal judge, adding a humorous touch to his felicitations. (13) Sid Goldie, man-about-town who served as M.C. for the evening signs as a new customer for Supervisor George Christopher's Olympic Dairy; the supervisor being always on the job either in or out of the City Hall! (14) Left, Supervisor Marvin E. Lewis candidate for reelection, practices the friendly hand clasp with Planning Board President Ernest J. Torregano who is exercising some deep cogitation. (10) Camera catches Police Commissioner J. Warnock Walsh in profound discussion with Jeremiah J. Mulvihill of the Board of Permit Appeals. Official business, no doubt!

(11) Veteran president, Jack L. Silvey, of the Bernal Progressive Club, Inc., prominent Republican, with his executive secretary, attractive Ruth Gibeau, two of many civic club leaders present at the gathering. (12) Planner Torregano explains a knotty point to City Treasurer Jack Goodwin, center, while Judge Alvin E. Weinberger preserves the judicial mien. (13) Assemblyman Charles W. Meyers from San Francisco's 24th District, one of the many distinguished guests present. (15) Closing photo shows host Joseph Ravinsky surveying the packed hall, while his distinguished guests follow the entertainment with complacent eyes.

Photos for City-County Record by Dore Studios  
Marie Doherty, Photographer

## Municipal Utility District Plans Huge Replacement Expenditures

THE EAST BAY MUNICIPAL UTILITY DISTRICT is planning to invest during the next 10 years more than \$14,000,000 to replace old water mains and service pipe in the local distribution system. Details of the major rehabilitation program were announced recently by John S. Longwell, Chief Engineer and General Manager, who explained that the project will be partially financed with the additional tax revenues resulting from the recent 7 cent increase in the District tax rate. The remainder will be derived from operating revenue.

According to Longwell, the pipe which must be replaced was originally installed by predecessor private water companies and acquired by the District in 1928, when the local water system was brought under public ownership. Many of the old mains have been in service for more than 40 years, and must now be replaced in order to maintain adequate water service, and to reduce maintenance costs.

The high maintenance charges required to keep such pipeline in operating condition are becoming prohibitive, Longwell said, and it therefore will be cheaper in the long run to make a substantial investment at this time to remove them from the system.

Prior to the war, the District was able to replace a substantial amount of old pipe each year, but it was necessary to interrupt the program during the war period because of the shortage of manpower and materials.

Now resumed, it is expected that an average of about 35 miles of water mains will be replaced each year. Of the 350 miles estimated to be in need of replacement, more than 200 miles consist of 2" pipe, with the remainder varying from 4" to 24" in diameter.

It is also necessary to replace some 10 miles of service pipe which, for the most part, consists of 3/4" pipe extending from the water main to the customers' meters. These renewals are estimated to cost more than \$2,000,000. The Utility District installs copper or cast iron pipe because of the length of service that can be expected. The service pipe to be replaced consists, for the most part, of materials which are inferior for the purpose.

## Christopher Files For Re-election

SUPERVISOR GEORGE CHRISTOPHER has officially filed his declaration of candidacy for re-election to the San Francisco Board of Supervisors. The filing took place in the office of Registrar of Voters Thomas Toomey.

Signing a similar declaration of candidacy alongside Christopher, was Supervisor Marvin E. Lewis. Both men scoffed at current rumors that there is an election feud now going on between them.

Christopher, who received city-wide acclaim when he brought about a settlement of the Kirsten Flagstad dispute between the San Francisco Opera Association and the War Memorial Opera House Board of Trustees while he was acting mayor, shook hands and posed with Lewis for a battery of newspaper photographers.

"Those rumors of a feud are ridiculous," Christopher declared.

"We have both worked hard for the people of San Francisco during the past four years. Now it will be up to the voters to decide at the polls November 8, which one of us goes to the top of the ballot," Christopher added.

On hand for the filing ceremonies were the supervisor's wife, Mrs. Tula Christopher, and his three sisters, Beatrice, Ethel and Helen.

Editor:

The San Francisco Art Directors Club and the Artists Group of the San Francisco Advertising Club invite you to attend the showing of "The 28th Annual New York Art Directors Club Exhibition" at the San Francisco Museum of Art, Veterans' Building, Civic Center, August 10th to August 28th, 1949.

## Mullins Opens Headquarters For O'Gara

Headquarters for Gerald J. O'Gara for City Attorney have been opened at 432 Pacific Building, 821 Market Street (YUkon 2-1721) and an intensive city-wide campaign is now under way, according to Vincent J. Mullins, campaign chairman.

"Judging by the hundreds who are voluntarily offering their services in behalf of O'Gara, the taxpayers of this city see the need for a more energetic and aggressive handling of San Francisco's legal affairs," Mullins said.

"O'Gara is comparatively a young man, 47 years old, thoroughly familiar with the problems before us. His experience as a State Senator and former supervisor, together with his reputation as a lawyer, fit him for the job," Mullins continued.

"In addition, he is independent and will conduct the office of City Attorney for the taxpayers, as the Charter intended, and not for the benefit of any one individual or group."

Serving with Mullins in the O'Gara campaign is John L. McNab as general chairman, Frederick L. Hewitt as treasurer, and Arthur M. Brown, insurance executive and former supervisor, is acting chairman of the finance committee.

# West Coast Economy Shows Best in U. S. A.

**Dr. Vergil D. Reed, Noted New York Economist and J. Walter Thompson, Research Director, Gives Commonwealth Club Audience Heartening Statistics.**

Documenting what he described as a "climate for progress" of unprecedented promise for the U. S. business economy, Dr. Vergil D. Reed, New York economist and researcher recently told his Commonwealth Club of California audience that "the outlook for the future development and rapid expansion of both industry and agriculture on the West Coast appears considerably better than for any other geographic region."

## SPOKE AT PALACE

Dr. Reed, associate director of research for the J. Walter Thompson Company, world's largest advertising agency, spoke at the Palace Hotel before several hundred club members and invited guests representative of Bay Area business, financial, agricultural and educational interests. His speech was a preview of a new Thompson Company study entitled "The West Coast—Basic Trends and Opportunities."

## FAVORABLE FACTORS

Dr. Reed's analysis was notable first for its emphasis of favorable factors on the much neglected positive side of the nation's business and economic outlook, second for its highlighting of the West Coast's special assets and opportunities for contributing to a 25 per cent increase in the country's standard of living by 1960. Excerpts follow:

"The increased and still increasing productive capacity of the West Coast, the variety and nature of your products, the advantages of regional specialization, and the resulting need for a free interchange of balanced trade, all impel more and more of you to look eastward and overseas for new customers.

## SEEK BUYERS

"In spite of your long psychological indoctrination to the contrary, it is the same distance from San Francisco to New York as it is from New York to San Francisco. You, like the Australians, have been too long accustomed to supplying goods for which the buyer seeks the seller and buying goods from the East for which the seller aggressively seeks the buyer. It is time to begin turning the tide eastward with aggressive marketing strategy. This better balanced interchange of goods will contribute to higher living standards for all of us.

"Going national has its problems as well as its rewards. It requires careful study of the new areas entered, the upgrading and expansion of marketing methods and sales forces, the use of new advertising media, and far flung merchandising support. It also means that adequate distribution and heavy advertising impact must be quickly secured and consistently maintained in the new territories entered.

"Sales potentials in prospective new territories are not alone sufficient justification for entering them. The additional costs of distribution must be considered and the distance to which territorial expansion can be pushed profitably may fall short of complete national coverage. Unprofitable territorial expansion is a loss to both producer and consumer in the long run. Costs will vary widely by products. Those of low bulk but relatively high value with mass demand can usually be pushed farthest.

"In expanding into this territory widespread mass distribution and high volume are the quick rewards for aggressive promotion of a deserving product. For all except new products, however, the strength of well established competition is a sobering force and a standing challenge to your production ingenuity and your marketing skill.

## NATIONAL ECONOMY

"Our national economy has just outgrown the awkward self-conscious age of puberty. Much of its growth period is still ahead. The present state of readjustment is not an illness but a growing pain common to youth. It calls for understanding, not hysteria.

"Business measured by an standard is still unusually good—in fact our standard of living, if reduced by a third, would still be the envy of the world. Instead of the hopeless outlook of years of austerity or actual poverty ahead for most of the earth's population, we are faced with the detectable problem of learning to live at least 25 per cent better by 1960.

"The basic economic conditions in our national market are strong, favorable and sound with plenty of liquid assets, credit reserves and unsatisfied wants. There are still many new products, techniques, and methods to come and each basic discovery or invention gives birth to a new family of them. Given ample purchasing power, any postponement of buying is apt to be short lived. Certainly there is pur-



**DR. VERGIL D. REED,**  
New York Economist and Researcher; Associate Research Director for  
Walter Thompson Company, World's largest Advertising Agency.

chasing power in abundance. The need for both consumer and industrial goods is still great and will remain so.

"The output of our manufacturing industries have showed a small but steady monthly decline so far this year. Evidently most of the dire and inexcusable pessimism which brought on a case of national jitters sprang largely from this. That, too, is only temporary and will soon reverse itself. Producers have been over-cautious and a bit jittery. Now they are surprised to find that consumers have gone on buying at remarkably high levels. Inventories are getting low. Manufacturing must speed up or suffer lost sales through short retail stocks. The temporary reluctance of some consumers and of business to spend money is due to waiting for better values and not a lack of buying power. Those better values must be made available without delay. Any other course is short-sighted and not in keeping with the ingenuity of American enterprise.

## CONSUMER DEBT

"Present consumer debt could be doubled without exceeding the 1940 ratio of debt to savings, or increased 60 per cent without exceeding the 1940 ratio of debt to disposable income. Installment buying is not a dangerous burden as in 1929. Farm mortgages are at the lowest levels since the beginning of World War I. "Inventories are quite low. Retail inventories in many cases are even too low to permit wide choice of merchandise. For many products retail sales are actually exceeding present production rates. When we con-

sider the increases in population, the inflated dollars in which present inventories are reported, these inventories are strikingly low.

"Interest rates are low and prompt to remain low, with ample funds available to borrowers. There is no credit stringency nor forced calling of loans. In fact, bank loans are going down and U. S. bond holdings of individuals are going up.

## SAVINGS LARGEST

"Savings are the largest and best distributed in our history and even during the first half of 1949 we were saving 10.1 per cent of our disposable income or at the annual rate of \$1.5 billion. Total liquid assets of individuals and business concerns stood at the astounding total of \$235 billion with about \$207 billion of this in the hands of individuals. These total liquid assets are more than 5 1/2 times the total retail sales of the country for 1939. Even at today's higher prices these savings represent buying power more than double that of savings in 1940. This stored up purchasing power added to current income means a firm, active, broad and relatively stable future market.

"Incomes, like savings, are low and more equitably spread than ever before with great shifts of families from lower to higher income brackets. Between 1941 and 1947 about 16,000 families moved up from the \$10,000 a year bracket into levels above \$3000. In 1948 this income upgrade had reached the stage where 18

(Continued on next page)



ent of our families had money incomes of \$5000 or over, after taxes, is compared to 4 per cent in 1941. Cost of living has decreased in the first half of 1949 by about the same amount as workers' average earnings so that real earnings are about the same as a year ago, with some wages up but with shorter work-week and less overtime. Farm income between these two time periods was down 8 per cent; corporate profits down 13 per cent before taxes and inventory adjustment and unincorporated business profits down 7 per cent. The cash position of farmers and businesses are extremely good. National income, consumer disposable income, and consumer expenditures are at or near the levels of a year ago.

"Unemployment has been grossly overplayed and misinterpreted by the press and in business thinking. An unemployment of 3,000,000 with a la-

bor force of the present size is about the minimum necessary to cover reasonable shifts and turnover and to permit any selectivity in skills or aptitudes. A temporary readjustment peak of 5,000,000 would not be cause for grave concern. It is not apt to reach this peak, and if so, would be for a very short period. Because of an increase in our labor force we have been in the peculiar position of having both more employed and more unemployed during the first half of this year than the same period a year ago.

"Yours (West Coast business) is the opportunity to reverse the traditional East-to-West marketing pattern, and this is a necessity if you are to continue to grow and reap the full rewards of your advantages. Yours is also the opportunity to teach the rest of the country much in the improve-

ment of distribution. Yours is a new and rapidly growing economy, still pliable and readily adaptable to change. You are not "in the groove" or bound by traditional outlooks and methods. We as a nation have achieved the enormous gains of mass production. We are barely beginning to achieve the gains of greater efficiency in distribution upon which our continued growth and increasing standards of living must largely depend. New ideas will materialize into new plants, new products and added employment. There will be many more success stories like those of Sunkist, Marchant, Washington apples, Calavo, National Motor Bearing, Boeing, Schlage Lock and Safeway coming from the West Coast. Yours will be the opportunity to contribute greatly to increasing our standard of living another 25 per cent by 1960.

"Only those repulsive twins, Fear and Doubt, conceived in ignorance, sired by complacency, damed by strife and wet nursed by providence can deny these opportunities to you."

Dr. Reed, a former official of the U. S. Bureau of the Census and past president of the American Marketing Association, documented his optimistic views of the opportunity for aggressive marketers with statistics on population increases, the bumper baby crop, the increase in family buying units through marriage and the favorable sales aspects of improved health and education of our people. He also described the West Coast's manufacturing and agricultural productivity and resources and compared them with those of other regions.

The J. Walter Thompson Company study authored by Dr. Reed will be published by its San Francisco, Los Angeles and Seattle offices.

## Oakland Chamber's Mexico Trip Includes Cruise

**E**XPANSION of the Oakland Chamber of Commerce's third annual tour to Mexico to include an optional five-day tropical cruise aboard the luxury liner "Corsair" has been announced by Walter Perker, chairman of the chamber's World Trade Committee.

The famed liner will be optional for the Acapulco-San Diego portion of the tour, a coastal run noted for its placid tropical waters, according to the announcement.

With the addition of the "Corsair," the tour now offers the choice of every type of quality transportation—train, plane, bus and luxury ocean liner.

To meet the "Corsair" schedule, the starting date of the tour has been changed to an October 27 departure from Oakland on the Southern Pacific

"Lark". An air group will depart by plane from Oakland Airport October 29. The two groups will join at old Monterey, Mexico. Their Mexico itinerary includes visits to Valles, over the Pan-American highway to Mexico City, Puebla, Fortin, deep in the tropics, Cuernavaca, Taxco, most picturesque of all Mexican villages, and Acapulco. Return home from Acapulco will be by air, train or "Corsair," as desired.

Special events are being planned along the way, as with previous Oakland Chamber of Commerce tours, including receptions by the governors of Mexican states to be visited, Perker said.

Further information may be obtained by calling the Oakland Chamber of Commerce, GLEN. 1-7800, or local travel agents.

## Metropolitan Bay Area Production

**T**HE San Francisco-Oakland Metropolitan Bay Area has nearly doubled its industrial production in dollar values added by manufacturers over the eight-year period between 1939 and 1947, according to a Bay Area Council study.

The 1947 value of the Bay Area economy added by manufacturers totals 1,048,500,000, which is 187 per cent greater than the \$365,900,000 evaluation for 1939. The figures are from an important U. S. yardstick for industrial growth, a preliminary Census of Manufacturers made by the U. S. Department of Commerce for 1947, and released this month in Washington, D. C.

Manufacturing employment also showed a substantial gain of 70 per cent over the 1939-1947 period, rising to an annual average of 131,200 for 1947, which was 54,000 more workers than the 77,200 reported by the Census

in 1939. The San Francisco-Oakland Metropolitan Area gain of production workers (69.9 per cent exactly) was more than 17 per cent above the national average (52.6 per cent) for the 1939-47 period.

The number of Bay Area manufacturing establishments increased 5.3 per cent over the 1939-47 period, rising to a total of 3,668 in the latter year. The Bay Area has also moved upward from eleventh to tenth ranking position as a U. S. manufacturing center under the preliminary Federal Census study. It should be pointed out that the preliminary 1947 census excluded bakeries, machine shops and other manufacturing classifications which were counted in the 1939 census.

### Chest's Area Quota \$1,050,000

The Oakland Area Community Chest and its 36 Red Feather members agencies will campaign for a \$1,050,000 quota according to announcement by Samuel W. Coombs, Chest presi-

dent.

The Chest's 1949-50 quota includes a \$43,500 budget for the USO, Coombs stated.

The announcement of the goal of the Chest's October campaign followed action by the Chest board of directors. The figure, recommended by the Chest campaign committee, is based upon a careful analysis of community health, welfare and recreation needs and the minimum operating budgets of the 36 Red Feather agencies and the USO, Coombs declared.

"Last year the Oakland area contributed, \$804,000 toward a \$1,048,000 goal," Coombs stated: "This sum has proved completely inadequate and has resulted in the curtailment of services which, in reality, should have been expanding to keep pace with the growing needs of this community."

### Robinson Heads Oakland Area Planning Group

**B**ESTOR Robinson, prominent Oakland attorney, has been named general chairman of the Oakland Development Council, it was announced recently by Mayor Clifford E. Rishell who has succeeded former Mayor Joseph E. Smith as co-chairman of the planning group.

Others on the executive committee of the newly formed labor-business-government organization for civic improvements are:

R. W. Breuner, John Breuner Co.; Orton E. Lucas, Hale Brothers; Robert Ash, Central Labor Council; Harry W. Whiteside, United Autoworkers Union Local 76; John F. Hassler, City Manager; H. C. Cameron, Cameron's; Wm. H. Jamison, Bay City Iron Works; J. R. Knowland, Publisher, Oakland Tribune; Ingraham Read, Publisher, Post-Enquirer; Don M. Follett, Oakland Chamber of Commerce; James H. L'Hommedieu, Alameda County-East Bay Title Insurance Co.

In explaining the organization and its functions, Robinson stated:

"The Oakland Development Coun-

cil was authorized by City Council resolution in April following the request of several interested citizens for a group which will give leadership to the many plans of public improvement in the community.

"At the outset, it should be explained that we do not intend to duplicate or supercede the work now being done by any organization or committee in community planning and action.

"It is our hope, however, that we can give assistance in coordinating all such efforts. Our objective calls for action—the right kind of action that brings results."

### W. H. Jamison

**A**PPPOINTMENT of W. H. Jamison, a prominent industrialist and civic leader to the Board of Directors of the Oakland Chamber of Commerce has been announced by William H. Park, president of the chamber.

Jamison, president of the Bay City Iron Works, Inc., 475 Fourth Street, and a resident of Oakland since 1904, was appointed to succeed Frank H. Boyd, who resigned because of the pressure of his new duties as a Director of the East Bay Municipal Utility District.

Jamison's long record of community service includes chairmanship of the 1947 Green Cross drive and active participation in the Community Chest, Red Cross and Salvation Army welfare campaign, and in the activities of the Boys Club.

### LETTERS TO EDITOR

#### IOWA STATE BANK & TRUST COMPANY

Iowa City, Iowa

Dear Sir:

Your letter of August 9th, and a copy of the "City-County Record" have been received, for which accept my warmest thanks. You have done a good job in writing up Mr. Spiedel.

Sincerely,

BEN S. SUMMERWILL,  
President.

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### BAY AREA BRIEFS

(Continued from page 9)

ter is moving rapidly ahead according to Mrs. Nan Wallace, president. Concord civic-minded groups and others throughout the Bay Area are contributing to the worthy project.

In the August issue of the "American Home" carried an article about gardening in the San Francisco Bay Area, and a salute to the California Horticultural Society, whose headquarters are in San Francisco, for being "outstanding in its progress, leadership, and inspiration to all who garden." . . . A special freight train of 42 cars arrived recently at Moss Landing, Monterey County, with 1318 tons of boiler steel for the P. G. E.'s immense new steam-operated electric generating plant there. There are more than 260 carloads still to come to supply the material for the six huge boilers that will go into the new powerhouse. . . . Walter A. Pedretti has been named chief of police by the San Pablo city council. Pedretti who is 27, is one of the youngest police chiefs in California. He is a native and life-long resident of San Pablo. He will receive a salary of \$350 a month plus \$45 monthly car allowance.

### EL CERRITO

Members appointed to the new recreation commission of El Cerrito by Mayor Edward A. Valentino are: Anthony Chiappe, Dan Hurley, Manuel Marcos, Harry Tezzi and Weigman to serve 5-year terms, Mrs. Eve Donovan, Roy Bartels, Jim Holm and L. E. Sterner to serve 1-year terms. . . . Superior Judge Harold Jacoby of Contra Costa county declared from the bench recently that "In Mr. Collins I believe we have the finest, most conscientious and hardest working district attorney in the state." Judge Jacoby was referring to District Attorney Francis W. Collins, whom the Contra Costa Grand Jury likewise lauded for his excellent work. . . . Assistant City Clerk John Derooy of Richmond recently administered the oath to members of the Richmond police reserve who were sworn in at a regular meeting of the city council. The reserve force included 34 active and 23 inactive reservists organized under the Richmond Disaster Council and under the supervision of Chief of Police Wyman W. Vernon.

### MERCHANDISE MART

Attendance at the Western Summer Market held recently in the Western Merchandise Mart in San Francisco, broke all previous records according to Frank K. Runvan, president of the Mart. . . . Indicating a possible major upturn in the national economic situation, long dormant Eastern industrial prospects with whom the Oakland Chamber of Commerce has been working, are now displaying renewed interest in Alameda County plant locations, according to William H. Park, Chamber President. . . . Carl M. Wilensky, Richmond city purchasing agent will serve as chairman of the Public Employees Division of this fall's Rich-

mond Community Chest drive. Announcement was made by Campaign Chairman W. A. Abbott, Jr.

San Pablo Chamber of Commerce has recommended to the San Pablo City Council a recreation program and the development of industrial sites. Manuel Mello, president of the chamber strongly urged that the program be adopted. . . . Formation of an employees' credit union by the Contra Costa Employees Association may be undertaken in the near future, depending upon the results of a study to be made of the proposal by a seven-member committee appointed by President Thomas F. McBride.

Richmond Health Center's annual report showed an all-time high in clinic visits, exceeding the previous year by 12,145 visits according to Nora L.

Purviance, director. . . . Based on a report of the Federal Reserve Bank of San Francisco, a recent release of the Bay Area Council states "A little loosening of the purse strings in evidenced by the 1.4 per cent gain in bank deposits in the five principal cities of the Bay Area for the first 7 months of 1949 over the same period of 1948".

While department store sales in the nation showed a loss of 5 per cent for the first seven months of the year, San Francisco sales for the same period remained the same as for the corresponding period last year, according to report released by the San Francisco Chamber of Commerce. . . . Besto Robinson, prominent Oakland attorney has been named general chairman of the Oakland Development Council by Mayor Clifford E. Rishell.

## Standard Wins Safety Council Distinguished Service Award

FOR ACHIEVING ONE of the nation's most outstanding safety records during 1948, Standard Oil Company of California has won the National Safety Council's "Distinguished Service to Safety Award."

Presentation of the award was made recently by Robert A. Pike, the council's western regional director, to T. S. Petersen, president of Standard, and Robert E. Donovan, Standard's chief safety engineer.

"Since this award was set up in 1941, less than 200 companies have won it in the entire United States," Pike said. "Standard's record is particularly commendable because it covers every phase of its operations, including drilling, refining, marketing, tankers and motor transportation."

The three deaths in 1948 all were in motor vehicle accidents. There were no fatalities in plants or facilities. Pike noted that Standard employees actually were 2½ times safer while working than they were in their off time.

During 1948, Standard achieved decrease of 24 per cent in accident frequency under the average for the previous five years and a 17 per cent decrease in the severity rate. Severity rate is figured on days lost for each 1,000 man hours. Standard's 18,400 employees worked more than 41,000,000 man hours during 1948, with a total of 433 disabling injuries. 1 accident rate was well below the national average of the petroleum industry. This is the first time a Pacific Coast oil company has received the award for its entire operation.



DISTINGUISHED SERVICE SAFETY AWARD

Photo shows: left, Pres. T. S. Petersen of Standard Oil Company of California; center, R. A. Pike, Safety Council head; right, R. E. Donovan, Standard's Chief Safety Engineer.



# TRENDS

## WITHIN THE GOLDEN GATE

Issued by THE BAY AREA COUNCIL

**M**ODERATE upswings in employment, reports of high incomes and of housing keeping pace with new families in the Bay Area present an encouraging picture as the summer season draws to a close. Highlights from recent Council reports point up this general feeling of optimism:

Bay Area workers received an average of \$163.52 more per year in wages and salaries than the job-holder in California as a whole, to make up the largest share of the high level of 1948 incomes of all Bay Area residents. Incomes from all sources practically doubled in the Bay Area between 1940 and 1948 rising from \$941 to \$1,846 per capita. This 1948 income was also \$195 above California per capita income of \$1,651 and \$436 above the U.S. income average of \$1,410 or the same year. (I-3)

"Restrained optimism—with the notable exception of waterfront employment and warehousing" was the consensus of the majority of employment reports in 17 principal cities of the 9 Bay Area counties in a spot-check in August.

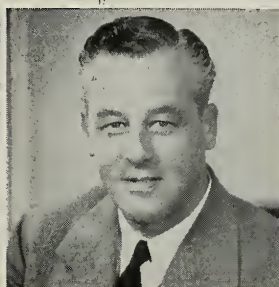
Four hundred new workers were added each month in the second quarter of 1949 in the field of manufacturing employment. A study released by BAC showed increases in employment in every manufacturing field in the Area except shipbuilding and repair. Hours of employment and hourly earnings remained stable, too, in the first months of '49. (E-7)

Manufacturing jobs in the Bay Area increased by 39.0% (32,700 new jobs added) in the years between 1940 and 1948, and weekly earnings in production increased by 174.7% (\$217,100,000 added to payrolls) in the same period. Iron and steel industry had the greatest number of jobs added since 1940, 5,400, a gain of 43.5% and manufacture of food products was first on the payroll increase list—\$40,000,000 added. (M-8)

There were almost 2 (1.8) new single family dwellings completed or every new family added to the Bay Area during the first six months of 1949. This figure is only 6% below the recordbreaking first six months of 1948. Ratio does not include 1,000 multiple family dwellings completed in same period. (H-3)

But additional educational facilities, especially for the 1 to 14 age group, are a necessity in most of the nine Bay Area counties. The unsatisfactory "split-session" is in use in 8 of the 9 counties. 167,436 young people between 1 to 14 years old have been added to the already overflowing school systems of the Area since 1940; and there's new grief to come as the 1- to 5-year-olds come of school age. Birthrates have nearly trebled in the Area, too—from 24,163 in 1940 to 41,110 in 1947. (Planning S-1)

Catholic schools alone in the Bay Area have gained 33% in elementary school enrollment and 30% in high school enrollment since 1940. One out of every 8 Bay Area elementary enrollees attends a Catholic school, while one out of every 10 attends a Catholic high school. Preliminary figures for 1948-49 show that Catholic school enrollment in this Area is growing faster than public school attendance. (S-2)



**HOWARD R. CUYLER, Exec.-Com.**  
Bay Area Council  
General Sales Mgr., Marketing  
Dept. Standard Oil Co., of Calif.



**FRANK E. MARSH, General Manager**  
San Francisco Bay Area Council

Fresh fruits and vegetables produced and shipped in the Bay Area are recognized as a valuable source of year-round income and employment in a recent BAC study. (A-4) 8,028 carloads of fresh fruits and vegetables were shipped in 1948. This is significant when it is considered that it does not include locally consumed fresh fruits and vegetables, truck shipments nor processed foods (canned goods, dried fruits and wine.)

Bay Area's infant mortality rate is substantially below the State and U. S. average, says Bay Area series (P-5). Five of the seven leading California counties with lowest infant mortality are in the Bay Area. This is impressive boost for public and private hospitals and health departments, better standards of living and income, healthful climate and environment for raising children in the Bay Area.

There's fun to be had in the Bay Area, too, for those who like to wield the rod and reel. There were 222,120 fishing licenses held by the Area's 2 1/2 million residents in 1948—a gain of 73% over 137,445 in 1945. This should mean increased selling opportunity for sporting goods equipment and clothing in Bay Area stores as well as good news for the vacation and tourist business. (R-7)

Taxable retail sales in the Bay Area during the first quarter of 1949 were \$687,693,560, or an average of \$9,293,000 per business day. This figure does not include sales of gasoline or foodstuffs. While this is—4.4% less than the same period of '48 it should be remembered that reduction of prices has contributed to the drop in dollar sales volume since that time. (R-8)

An aid to manufacturers in the Bay Area was announced recently in the opening of a sub-office of the Air Force Procurement Field Office in the Administration Building, Oakland Municipal Airport. Headed by Captain James M. McMahon, the office will have available informational data and invitations to bid on requirements of the U. S. Air Force.

Complete reports on the above are available upon request at the Council office. Please order by code number.

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## RIDGELY CUMMINGS

(Continued from page 4)

Anthony Lovoi, Doris McDonald, Mona Christensen, and Barbara Gnodo. Some months ago Tony Lovoi gave me a personally conducted tour through the new juvenile home at Hillcrest. Most impressive were the modern facilities now available and the warm, human attitude of the staff members who treat each juvenile that comes under their jurisdiction as a human being and an individual rather than as a cold statistic.

## \* \* \* HARMONY

The Bay Area is a truly cosmopolitan region with an enviable record for racial and religious harmony. Credit for this fine state of affairs belongs mostly to the unsung man in the street, the citizen who is courteous to his fellow-passengers on the crowded vehicles that provide public transportation, and to the mother who sends her shining-faced child off to school, there to study side by side with children of other races and creeds in friendship and mutual acceptance.

Credit also belongs to officials who set the tone of the communities. Among those recently praised by the California Federation for Civic Unity for their progressive attitude toward what the federation calls inter-group legislation were a number of men whose names seem to persist in appearing in this column. On the list were San Francisco's State Senator Gerald O'Gara, and four San Francisco assemblymen, George Collins, Thomas Maloney, Charles Meyers and Edward Gaffney. Hats off to these gentlemen!

\* \* \*

WINDING UP THE COLUMN WITH BRIEF BORROWINGS from the journals: Michael Riordan, assistant Attorney General and former S.F. police chief, presented Police Chief Louis Belloni of South San Francisco with an American Legion Certificate of Merit at a recent dinner in the peninsula city. Fire Chief A. J. Welte received a similar honor. City Councilman Victor Doido was one of the speakers at the dinner, which was held at Oliver's restaurant.

The city of Pittsburg across the Bay will get 240 new street signs within the next few months. City Administrator Henry L. Denham has signed a \$5,000 contract for the signs with Ferro Sign Company of Oakland. Action results from a campaign put on by the local chamber of commerce.

San Mateo county's new district attorney, Louis Dematteis, is waging active war on the gambling joints across the county line from San Francisco. Incidentally the San Mateo county papers seemed to derive a great deal of pleasure from the news of the state raid on a bookie joint on Jessie street in San Francisco. They took the editorial line that this proved that the purity of the big neighbor to the north left something to be desired and that although conditions in

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San Mateo county could be improved there were no grounds for San Francisco to adopt a "holier-than-thou" attitude.

\* \* \*

If imitation is the most sincere form of flattery, then Herb Caen should love the heading for this final paragraph: WRITING THE WRONGS. Last month City Planning Commissioner William D. Kilduff's name came out misspelled. Editor Allen blamed me, I blamed him and we compromised by deciding the linotype operator must be guilty. Correct spelling: Kilduff. Also last month this column placed the kiss of death upon the San Bruno Daily Herald by saying some nice things about co-publishers Walter J. Gilbert and Albert Nelson. Since then the San Bruno paper has lapsed from a daily to a weekly, with Bert Nelson as sole editor and publisher. One comforting thing, it's a big fat weekly, which is good in an age when the independents get leaner and the chains grow thicker.

## Oakland Chamber's Speakers Panel, Brochure Lauded

A tribute to the excellence and the idea of the Oakland Chamber of Commerce brochure, "The Speakers' Panel" was given recently by Vernon D. Patterson, executive secretary of the Dale Carnegie Club International in a letter requesting 150 copies of the pamphlet.

"We think it is an excellent idea both for your Chamber of Commerce and for our clubs throughout the United States and Canada," Patterson wrote.

The brochure, which may be obtained at the Chamber office or calling Mrs. Lillian Conroy at Glendale 1-7800, lists 19 accomplished volunteer speakers who are available to address group meetings on current subjects.

## JOHN W. CULLEN COMPANY— ADVERTISING

630 Fifth Ave., New York 20, N. Y.  
Sept. 14, 194

Dear Mr. Allen:

It has given me pleasure to receive the copy of the City-County Record along with your letter of August 3. I hasten to acknowledge as both we received only today.

As a friend of many years standing I was happy to read of the honor conferred on Mr. Speidel by you and to tribute paid him on the cover and your lead article.

All of this distinctive recognition impresses me as being well deserved. And by the same token, I should like to congratulate the citizens of San Francisco.

Thank you very much for having brought some specially to my attention.

Cordially yours,  
HARRY B. GRAMM,  
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## BAYWIDE AIRPORT PLAN ISSUED

(Continued from page 7)

to agricultural products, as a yardstick of future airport planning and development. They point to counsel available from the Bay Area Council and the Area Development office of the U. S. Dept. of Commerce in carrying out such studies.

Record-breaking gains in airborne commerce in recent years have been projected to 1960 as the basis of the Bay Area Plan recommendations.

## AIRBORNE TRAFFIC

The 1960 total of airborne passenger traffic (estimated at 2,860,000) is expected to be nearly three times the 1,023,000 air travelers who enplaned from Bay Area airports in 1947. The peak hour movements of air transport aircraft is also expected to be trebled increasing from 30 movements daily in 1947 to 94 daily in 1960, or from a yearly total of 102,562 movements in '47 to 370,000 in '60.

Private aircraft ownership in the Bay counties is expected to multiply about six times by 1960, with the 1,718 private planes registered in 1948 rising to about 10,400 in 1960.

The Bay Area air transport load tonnage for 1960 should be 3.11 times the 1947 total according to the Group study, which shows total tonnage of passengers, freight, express and mail for 1947, totaling 120,900 tons, rising to an estimated record total of 376,000 tons by 1960.

The conclusions of the "AIRPORT PLAN FOR THE SAN FRANCISCO BAY AREA," calls for a series of Bay Area-wide Action programs, organized to expedite city and county airport facilities planning and construction, with

the Bay Area Airport Planning Group to be continued as the central Area-wide agency for this purpose.

A breakdown of recommendations for new airport facilities in the nine Bay Counties include, in addition to expansion of existing facilities:

Alameda County: A class 2 airport to be established in the Berkeley-Richmond tidelands area by 1955, to be expanded to Class 3 by 1960. An Oakland Seaplane Base to be established by 1955 or 1960.

Contra Costa County: Three Class 1 airports, primarily for private planes, to be established at Antioch, Brentwood-Byron and Pittsburg by 1955-60.

Marin County: Two Class I Airports, to be located at Bolinas by 1955-60 and at Point Reyes by 1960, and two seaplane bases at Richard Bay and Sausalito by 1955-60.

## NAPA COUNTY

Napa County: Two new Class 1 airports at St. Helena and the Monticello-Pope Valley areas by 1955-60.

San Francisco: Two Class I airports at Hunter's Point and Treasure Island by 1955-60, and seaplane base at the Ferry Building.

San Mateo: Two Class II airports at San Carlos-Cooley and San Mateo-Brewer's Island areas by 1955-60; a Class I airport at Atherton-Belle Haven by 1955-60, and two seaplane facilities at San Bruno-San Francisco and San Mateo-Cooley areas by 1955-60.

The study made by the Airport Planning Group, with staff aid furnished by the San Francisco Department of the Area Development office of the United States Department of Com-

City Planning and the Department of City and Regional Planning of the University of California, first determined the aviation potentialities of the Bay Area to 1960.

The study was aided by the staff co-operation of the California Aeronautic Commission, the District and Regional offices of the Civil Aeronautics, and



ELMER E. ROBINSON, Mayor  
City and County of San Francisco

merce.

The Bay Area Airport Planning group presented its recommended plan today to the Bay Area Council and the Bay Area Aviation Committee with the hope that it will be a major contribution to the logical and orderly development of air transportation ground facilities to assure maximum benefits to the Bay Area from the expanding aviation industry between now and 1960.

## Editor:

You're invited to a party at the California State Fair Grounds in Sunday, August 28. It all starts on Saturday night, August 27. A cafe car and Pullman will be set out at the Oakland Mole of the Southern Pacific, ready for you to board at 10 p.m. Train leaves Oakland pier at 7:47 Sunday morning. In Sacramento, after breakfast on the train, you can tour the Fair grounds. There'll be gold panning contest and other activities. Luncheon at the Press-Radio Building. Swimming and cocktails at the home of W. C. Wright, president of the State Fair. Board train for home about 7:00 or 7:30, with dinner en route back to the Bay Area. Train leaves at 8:00, and you'll be back in San Francisco at 10:50 p.m.

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**AROUND AND ABOUT**

(Continued from page 2)

mentioned was named is trying to revive a shipping line between San Francisco and Los Angeles. This writer wishes him success and, if it means anything, moral support. In addition, I wish to make a reservation for my wife and me for the maiden voyage of the round trip between here and Los Angeles. Good luck to you, Mr. Alexander in your new venture.

\* \* \*

**H**OUSE NUMBERS in San Francisco are a relic of an age that is past. It is logical to assume that

if you are on a street between Powell and Mason, that buildings on that street bear numbers. It is also logical to assume that if you are on another street between Powell and Mason, that that block would have numbers corresponding to all blocks between Powell and Mason. All San Franciscans, taxi drivers especially, know that this is not the case. This department has a solution to the perplexing street number problem of this city. If you want my solution, please drop me a card and perhaps I will devote some of my space for an answer to your requests.

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**LETTERS TO THE EDITOR**

(Continued from page 3)

August, 1949. The picture entitled "Rescued by Rickey or He Had His Cake and Ate it Too!", with the cut lines underneath, was a beautiful job of printing, and I desire you to know that I highly appreciate your courtesy. Thank you sincerely. It would be highly pleasing to me if you could furnish me with six more copies, as several members of our staff have requested a copy. All are looking forward with pleasure to your next visit at Rickey's Studio Club.

Cordially yours,

J. Rickey.

**FIRST NATIONAL BANK**

Iowa City, Iowa

Dear Mr. Allen:

I want to thank you kindly for sending me a copy of the City-County Record "the Magazine of Good Government," featuring an article on Mr. Merritt C. Speidel. I enjoyed the article very much.

Sincerely,

F. D. WILLIAMS, President.

**UNITED PRESS ASSOCIATIONS**

News Building, New York City

Dear Mr. Allen:

In Mr. Hugh Baillie's absence from the office, I wish to acknowledge your letter of August 9 addressed to him; also copy of "City-County Record" featuring a biography of Mr. Merritt C. Speidel.

I shall hold these for Mr. Baillie's return and can assure you of his appreciation upon receiving both your letter and the July issue of the "City-County Record."

Sincerely yours,

JAMES T. LYNCH,

Secretary to the President.

**WESTERN SUMMER MARKET**

San Francisco

Editor:

The City and County of San Francisco and The San Francisco Chamber of Commerce cordially invite you to attend the "Western Summer Market" at the Western Merchandise in San Francisco and the "Western Gift and Housewares Show" at the Mart and the San Francisco Civic Auditorium, July 31st through August 4th, 1949.

**THE WESTERN HORSEMAN**

Colorado Springs, Colorado

August 15, 1949

Dear Mr. Allen:

Thank you for sending us the copy of the current "City-County Record."

We have enjoyed reading the article on Mr. Speidel and have passed the magazine on to some of his friends in Colorado Springs.

Sincerely yours,

DON B. FLINT,

General Manager.

**SPEIDEL NEWSPAPERS, INC.**

Colorado Springs, Colorado

Dear Mr. Allen:

Thank you very much for your let-

ter of August 8 and the July issue of the "City-County Record" featuring Merritt C. Speidel.

We highly appreciate the recognition you have given Mr. Speidel and consider the article one of the best we have seen regarding our distinguished and lovable chief. We who think highly of him are pleased to see an article which covers not only the fact of his success but catches the spirit of the man himself, which, as you have discovered, actually makes the story his life such an interesting one. Our congratulations to Mr. Flynn for ably portraying Mr. Speidel's accomplishments and personality.

Sincerely yours,

BERYLEATON,

Office Manager.

**THE ASSOCIATED PRESS**

50 Rockefeller Plaza, New York

Dear Mr. Allen:

Thank you cordially for the copy of the "City-County Record" with a feature on my good friend Merritt C. Speidel. This was good reading and you did well indeed to recognize the merit of this fine American.

Sincerely yours,

KENT COOPER,

Executive Director.

**FIRST NATIONAL BANK OF**

POUGHKEEPSIE

Poughkeepsie, New York

August 31, 1949

Dear Mr. Allen:

I have read with much interest about my particular friend, Merritt C. Speidel, and appreciate very much your sending me a copy of the July issue of the "City-County Record." I can understand the fact that Mr. Speidel proved a most difficult subject for whom to get personal and biographical information and I congratulate you on the splendid job you have done.

Cordially yours,

JOHN R. EVANS,

President.

**CHILLICOTHE GAZETTE**

Chillicothe, Ohio

Dear Mr. Allen:

Your candid biography of Mr. Speidel in the "City-County Record" is one of the best I have seen. It grasps the true spirit of the man—a lovable and unusual person.

Thanks for sending me copies of your magazine.

Cordially yours,

J. HUNTER.

Editor:

I enjoy your magazine and read every issue with great interest and enjoyment. But for the Love of Mike don't stop! "Foto," page 8 (August issue) took us way again! We break our necks trying to teach the current school aghers how to spell and then along comes the word "foto" in a high-class publication like the "City-County Record." I give you  
Mrs. A.J.W.



# **FINANCIAL CHAOS and RUINOUS TAXATION!**

**There is no other alternative for the People  
of California unless the McLain Pension Scheme  
is repealed by the voters on November 8.**

## **FOR PROTECTION from PENSION POLITICIANS**

**Repeal the McLain Pension Scheme  
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● Further sales tax increases, that hit the wage earner hardest, and ad valorem taxes will become necessary to replenish a State Treasury exhausted by pension extravagance unless the McLain Pension Scheme is repealed.

● Proposition 2 maintains pension payments at \$75 monthly to needy aged and \$85 monthly to the blind. Skyrocketing costs of pension aid are NOT due to these amounts, but to fine print provisions of the McLain Pension Scheme.

**Vote YES  
on PROPOSITION 2**

(Special Election November 8, 1949)

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**RE-ELECT**

**PATRICK J. McMURRAY**

**INCUMBENT  
SUPERVISOR**



**Election  
Tuesday,  
November 8, 1949  
BE SURE & VOTE!**



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# CITY-COUNTY RECORD

VOL. 16 — No. 11

NOVEMBER, 1949

SUBSCRIPTION

\$5.00 Per Year

NOVEMBER 1949 ELECTION ISSUE

THE MAGAZINE OF GOOD GOVERNMENT



**MILTON MARKS, Attorney**  
**Distinguished Son of San Francisco**

(See story page 5)

# CITY-COUNTY RECORD

GEO. H. ALLEN ..... Editor and Pub  
KENNETH H. ALLEN ..... Assistant to the I  
RICHARD H. ALLEN ..... Assistant to the  
DODD M. McRAE ..... General C

## Contributing Editors:

William Flynn—Record Biographies; Whit Henry—Around and Ab  
H. L. Little - William C. Hall — Special Writers

Publication Office: 1005 Market Street, San Francisco 3, HE. 1-12

"WE'LL CALL A SPADE, A SPADE"

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Vol. 16 — No. 11

NOVEMBER,

## Around and About

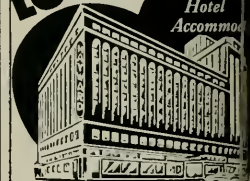
By WHIT HENRY

ON THE South Side of Mission Street between the Embarcadero and Stuart stands a building that is unique because of its dated type of architecture. Built prior to the present century it escaped devastation at the time of the fire and is worth more than a passing glance if you happen to be in that neighborhood. Originally all of the rooms had fire places and today the old chimneys are still to be seen. However, the chimneys have all been sealed off and modern heating has supplanted the old fashioned system. On the ground floor are stores and on the second floor are several organizations; while third floor houses some artists.

Herbert Hoover has succumbed to the lure of the soft shirt. And why? On a hot day must a man keep his shirt tightly buttoned when all the world are more sensibly and comfortably dressed in loose blouses? Then there are some men who, by the nature of their work, can wear sport shirts and ties. Why can't men in all wa

(Continued on page 18)

In the  
HEART  
OF DOWNTOWN  
LOS ANGELES



FROM  
\$250  
A DAY

Here you will find 550 modern  
Fireproof rooms, featuring  
cleanliness, comfort and courtesy...  
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from 75c; dinner from \$1.00.  
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GENERAL MANAGER

Hotel  
HAYWARD  
SIXTH AND SPRING, LOS ANGELES



## Light HOUSEKEEPING

Seventy years ago, Oct. 21, 1879, Thomas A. Edison gave to the world the first incandescent lamp. Successive improvements of the great inventor's lamp have brought blessings of bountiful light at low cost.

As the darker days approach, a little *Light Housekeeping* will save you money and brighten your home. Here's how:

1. Light output from lamps can be increased as much as 30 per cent by regular cleaning of lamp shades and bowls.
2. When lamps get old and black their light output can drop as much as 20 per cent.
3. Use the right size bulb for every seeing need.

P.G. and E.

PACIFIC GAS AND ELECTRIC COMPANY 124W-1049

Your dealer is now  
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WHILE in the same neighborhood stand on the corner of Mission and Stuart and count the ways that Stuart is spelled so that the traveller will not be lost. In the side walk it is spelled Stuart, on the city marker Stuart, and on the building on the north east corner Stuart. Take your pick. Incidentally, on the opposite end of the same building which faces on the Embarcadero, the name East Street is still visible, that being the original name of what is now called the Embarcadero.

THIS column is desirous of forming an organization that will be a boon to civilization, and should earn the gratitude of all thinking men of the nation. This organization, to be known as SPEMAA, is based on the fact that the neck ties worn by men are as useless as were the whalebone corsets that women of an earlier generation thought were indispensable. SPEMAA stands for the Society for the Permanent Exposure of the Male Adam's Apple. There was a time, not so long ago, that all men wore stiff collars, but even



# FOR THE GOOD OF SAN FRANCISCO

## RETAIN SUPERVISOR GEORGE J. CHRISTOPHER

ELECTION  
TUESDAY, NOV. 8, 1949



**Fearless Leadership, Honesty, Devotion to Duty.  
A Hard Working Official with Practical  
Economy His Watch-Word**

# PROPOSITION K is OK! VOTE YES! FOR SUPERVISORS PAY

Long overdue Proposition "K" establishes a fair rate of compensation for our Board of Supervisors. Recommended by the Citizens Charter Committee it is endorsed by all organized labor, Civic League of Improvement Clubs, The Central Council of Civic Clubs, the Chamber of Commerce and many other leading groups and public spirited citizens.

**Citizens Committee for Supervisors Pay  
Adjustment**

Co-Chairmen: Hon. Theresa Meikle and Dan Del Carlo

## Letters To The Editor

BERNAL PROGRESSIVE CLUB, INC.  
Oct. 6, 1949  
6337 Andover Street  
San Francisco, Calif.

Dear George:

You are most cordially invited to attend the grand opening of the Bernal Progressive Club, Inc., in their new home, the Bernal Branch Library, Cortland and Andover Streets, on Friday evening, October 21, 1949, at 8 o'clock.

Yours truly,  
JACK SILVEY,  
President.  
RUTH GIBEAU,  
Exec. Secy.

MUNICIPAL COURT  
JOHN B. MOLINARI, JUDGE

Dear George:

Congratulations on the excellent biographical sketch of my dear friend and classmate, Joseph Karesh, Assistant United States Attorney. Please convey my compliments and sentiments of high regards to your special writer, William Flynn. His article has eminently and capably described the personality and character of Joe Karesh.

Sincerely,  
John B. Molinari.

UNITED FEATURES SYNDICATE  
220 East Forty-Second Street  
New York 17, N. Y.

Dear Mr. Allen:

I am indeed grateful to you for sending me a copy of the City-County Record which features Mr. Speidel.

I have been a great admirer of Mr. Speidel for many years and regard him as a very dear friend. You have done a magnificent job of highlighting but a few of his many worthwhile and generous activities. I am certain your Mr. Flynn must have had a difficult time in obtaining some of the data from Mr. Speidel himself, for although I have found him that he is most cooperative in all other matters, I have found him to be most reticent in discussing any of his own achievements and fine contributions which he has made not only to the good people of the West Coast but clear across the country.

LAURENCE RUTMAN,  
Vice President and General Manager.

Dear Mr. Allen:

In view of the announcement of all incumbents that they are willing to accept renomination, I respectfully inform my friends that I will not be a candidate for Supervisor in the City election of November 8, 1949.

The incumbent candidates, George J. Christopher, Dan Gallagher, Marvin E. Lewis, Chester R. MacPhee and Patrick J. McMurray have proven on the basis of past performance that they are entirely capable of representing San Francisco.

To the individuals and groups who have expressed their willingness to support and work with me, I want to express my appreciation. If in the future

a logical opportunity to represent them in the City Government presents itself, it will be an honor to do so to the best of my ability.

Respectfully yours,  
ERNEST DRAPER HOWARD.

NEVADA STATE JOURNAL  
Reno, Nevada

Dear Mr. Allen:

This is a delayed note of thanks to you for sending me copies of the July issue of the City-County Record and to compliment you on the fine article and pictures of the life and achievements of our good friend, Merritt C. Speidel.

It is nearly ten years since I first met Merritt and went to work for him and I have enjoyed every minute of it. Consequently your fine story was fully appreciated by me and also by my wife who has been associated with me in newspaper work for some 34 years.

Trusting I may see you sometime in San Francisco or Reno, I am

Sincerely,  
JOSEPH F. McDONALD, Editor.

WESTERN UNION

Geo. H. Allen Publications:

My thanks for copy of excellent profile of Merritt C. Speidel in your publication. Letter follows.

JEANNE DORAN,  
British United Press.

STATE UNIVERSITY  
OF NEW YORK  
Albany 1, New York

Dear Mr. Allen:

I was delighted to see the copy of the City-County Record, including the article of my good friend, Mr. Merritt C. Speidel. It seems to me the article is very well done. Knowing Mr. Speidel as I do, I know what difficulty Mr. Flynn had in getting the material for the article. I regard Mr. Speidel as one of the nation's finest citizens and am most pleased that you placed his picture on the cover of the City-County Record and included such an excellent article about him.

Thank you kindly for your thoughtfulness in sending me this copy.

ALVIN C. EURICH, President.

WADE DULEY, M. D.  
New York City

Dear Mr. Allen:

Thank you so much for sending the recent issue of the City-County Record. I found the article on my friend, Merritt Speidel most interesting.

Sincerely yours,  
WADE DULEY, M. D.

ECONOMY ADVERTISING  
COMPANY  
Iowa City, Iowa

Dear Mr. Allen:

Thank you very much for your kindness in sending me this special copy of the City-County Record which features my very good friend, Merritt C. Speidel.

(Continued on page 18)

# SAN FRANCISCO ON THE MARCH

**B**uilding, Expanding, Improving, Reconstructing. New schools, new homes, new streets, new lights, new playgrounds, new coaches — the NEW LOOK.

**W**e are proud of our progress. Let's keep it *rolling*. Let no sister city take over our hard-won leadership.

**T**he green light is on for *new jobs, new payrolls, new and better services*. Your City and mine deserves a YES vote on Propositions "A" and "B" for airport completion and adequate water supply.

**Y**es, let's keep progress rolling.

## VOTE "YES" ON A AND B

---

**CITIZENS PROGRESS COMMITTEE**

---



# MILTON MARKS, Attorney

## Distinguished Son of San Francisco

By WILLIAM FLYNN

Special Writer — The Record

MILTON MARKS, the San Francisco attorney who probably knows more about the science of municipal law than any other barrister town, is a man of many abilities.

He is both a technician of the law, and an eloquent advocate before the bench and legislative groups.

He is not only a student of the law but he is a student of the ethic of making laws under the Democratic system. He has devoted considerable time and effort to serving as a member of both city and state law-making bodies.

He is a writer of more than legal briefs. With his rushing pen or his whirling dictating machine, he can turn out a play that has more of humor than despondency and its characters to interpret.

### ENTHUSIASTIC

In addition, he is a man of enthusiasm for living, having acquired none of the gloss of weariness and cynicism that sometimes comes from living.

Short, slim, and somewhat bald, with a pleasing personality, Marks lives with an energetic nervousness that might be the secret of his success. He manages to make practically every moment of the 24 hours of the day count for something in the way of accomplishment.

He seldom is at a loss for a word or phrase or a precedent when he is arguing a case, whether it be before the courts or the Board of Supervisors or the Committee of the state Legislature; or before a group of employers in the role of advocate for workers; or before workers in the role of advocate for employers.

### WORKS HARD

Even when Marks is not working at his profession he works hard.

He has undertaken some of the greatest entertainment projects in the history of the San Francisco peninsula, supervising the fun of as many as 200 guests at his country estate near Atkinson. There, it might be added, he operates a barbecue pit with the same skill he turns out an argument.

\* \* \*

MILTON MARKS, in his professional career, represents the consideration of opportunities that San Francisco and the United States offer to an individual of talent and considerable energy.

He was born on Grove Street, just a block from the site of the present San Francisco City Hall, in 1892, the son of Manheim and Adelaide Marks. His father was a German immigrant who came directly to San Francisco from his native land in 1862. His

mother was of English descent. His father was engaged in the wholesale crockery business.

Milton Marks' early life was typical of that of a boy in San Francisco before the fire. He attended the Henry Durant School, and was graduated from the Hamilton Grammar School with the "earthquake class" of 1906.

He enrolled at the Lowell High School and when he was graduated, he had served as president of the student body, talked as a member of the debating team that won the state championship. One of his fellow debaters was Louis Goodman, now a federal judge in San Francisco. Marks was valedictorian of his class.

### UNIVERSITY

He next enrolled at the University of California. His ambition—during the first three years of his college career—was to be a writer. During his fourth year he began to study law. A considerable portion of his college expenses was earned by operating a teaching service, tutoring other students in such subjects as Latin.

In addition, he found time to be sufficiently active in undergraduate affairs. He was tapped for Wing and Helmet and the Golden Bear, two honor societies. He practiced his oratory as a member of the university's inter-collegiate debating team and was awarded the Carnot (Joffre) Medal. He also was entitled to hang a Phi Beta Kappa key on his watch chain when he shoved his degree in the back of the bureau and went out to make his living and fortune.

### GRADUATED

When he was graduated from the University's law school in 1914, he was one of the three members of the class to win honors. During 1915 he read law without the usual direction of a university professor and was admitted to the Bar during April of 1915, at the age of 22. Since then he has been

a full-time practicing lawyer with several excursions into politics.

The first of these was a successful campaign at the age of 23 for a seat in the Assembly of the state legislature as representative of what was then known as the Thirty-First District. The area is in the Pacific Heights and Marina District.

Under the dome of the state capitol at Sacramento, he served as a member of the committee on constitutional amendments and on the judiciary and university committees. One term in the legislature was sufficient, and he did not choose to run for re-election.

Returning to San Francisco, he accepted appointment as assistant city attorney of San Francisco under City Attorney George Lull. He served in that capacity from 1917 to 1925 when he resigned and resumed the private practice of law.

### LEGISLATURE

While assistant city attorney, Marks was San Francisco's legislative representative in Sacramento, attending all sessions to "keep track of the city's interests." That is something of an assignment.

Scarcely had Marks resigned from the city attorney's staff than he announced his candidacy for the Board of Supervisors. He was elected in 1925 and became chairman of the street committee.

In that capacity, he was one of the authors of the legislation that provided for a highway bond issue of 1926. San Francisco benefited to the degree that the cost of such improvements as the Alamy boulevard and the Bayshore Highway were underwritten to a large degree with state funds.

### SUPERVISOR

But Marks' years as a member of the Board of Supervisors of San Francisco—when there were 18 rather than 11 city legislators and it took a good man to be heard above the general din and roar—produced more than highways for the benefits of the citizens.

As a result of a slight disagreement with another member of the Board in which he came out on the losing side, Marks found he was to be disciplined by being given committee appointments that were merely titles and which, in the past, had offered little chance for a man to shine in the public eye.

As good politicians do, Marks



learned of what was to happen before the official appointments were made and when the word was handed down, he was prepared.

After it was announced that he was to be the chairman of the judiciary committee, he introduced a resolution calling for study of the need and necessity of a new city charter.

After it was announced that he was to be the chairman of the celebrations committee, he introduced a resolution calling for revival of the Portola festival.

After it was announced that he was to be the chairman of the tunnels committee, he called for an investigation of the plans for a Boardway bore.

With these resolutions, he stole the headlines in the next day's papers.

### SUGGESTIONS

Interest was aroused in the judiciary proposal. The festival revival and the tunnel investigation died natural deaths but the suggestion for writing a new charter caught on. It ended with San Francisco's present charter being adopted and effective in 1932.

This charter has had a far-reaching effect on the progress of the city. (Continued on next page)

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**from \$3.50 Single**  
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*at* ★ ★

*the HOTEL*  
**WHITCOMB**

MARKET STREET  
AT EIGHTH

Karl C. Weber, President & General Manager

## MILTON MARKS

(Continued from page 5)

viously, the lected branch, the Supervisors, had been supreme in the governmental and public decisions that guided the city to its destiny.

Under provisions of the Marks-inspired charter, the Supervisors were stripped of considerable administrative power. The Mayor was established as a "strong" individual with independent power. The office of Chief Administrative Officer, now so ably filled by Thomas A. Brooks, was established.

### CHIEF ADMINISTRATOR

The Chief Administrative Officer was given the task of supervising the routine "housekeeping" chores of government. The job now is free of political control, with efficiency and economy given more consideration than politics.

While there is practically no way to measure success of this system of municipal government — for second guessing is never valid—it is reasonable to stipulate that San Francisco has been a better city because it has had more objective administration of its political affairs than was possible or permitted under the rules of the old charter.

While Marks may not have had been the individual with the pristine motive of desire for good and better government for San Francisco when he introduced his resolution, the fact is, that had it not been for his action, the city probably would have gone into the maturing years of the Twentieth Century with a Nineteenth Century governmental machine.

### CONTINUED EFFORTS

Furthermore, he did not cease his efforts to bring about maturity of his idea, when it was developed by others, to the point where it had a chance for success.

For this reason, modern San Francisco should be grateful to the man who is responsible for a better system of government—although others who might be termed the band wagon jumpers sometimes have taken credit for the achievement.

When Marks' four-year term as a member of the Board of Supervisors was completed, Marks withdrew from active office holding and seeking political life and devoted his entire time to the practice of law.

### MUNICIPAL LAW

He specialized in municipal law. As a result of some of his victories, the law of the city has been clarified and many of the administrative answers now are given in a manner that does not permit the administrator to exercise his whims and fancies.

One of his most famous cases concerned the right of the Municipal Railway to use certain funds for service expansion. As a result, the Railway,

now with a monopoly on mass transit in San Francisco, has a blue print to follow when it plots its future course.

Other cases have involved the rights of municipal employees. These have included definite declaration of the rights of private utility workers when the utility is acquired by the city.

The decision in this case may again blue print the future if and when the city undertakes, after acquisition of Pacific Gas and Electric Company facilities, the distribution of electrical energy within the City and County of San Francisco.

Marks also has represented the individual worker in his suit against the city and the municipal Civil Service Commission, with the result that more clearly than ever, everyone concerned understands just what is going on and what may be expected when rules are made for both the city and the worker.

Sometimes Marks has specialized in labor negotiations.

He was active as an employer representative during the 1938 Department Store Strike. Not so long ago he was on the other side of the table when he represented the chauffeur's union during the taxi strike.

At the present time he has pending before the courts an action to determine the salary rights of 1,500 municipal clerical workers.

When Marks appears before the Board of Supervisors to argue a problem concerning the effect or influence of a proposed law, he adapts his tactics to the needs of the moment.

He can be subtle and suave if the occasion demands.

He can be loud and arrogant if that technique is suitable for the occasion.

But regardless of the device employed, he always operates with a full fund of facts.

Proof of his skill is his better than average batting record in these engagements.

From his experience he believes there are several fundamental weaknesses in municipal law in San Francisco.

First, he says, there is no proper codification of municipal law. The result is no one knows exactly what the law means when it is considered in its entirety. There are contradictory sections that should be eliminated.

Secondly, there is too much legislation for special groups which seek for the protection of a small and numerically insignificant minority to use the law which should protect the rights of all individuals.

### LACK MACHINERY

Thirdly, the Supervisors—and other law makers for that matter—do not have the proper machinery and assistance to give sufficient study to proposed laws. They do not conduct sufficiently thorough investigations. As a result, the laws are muddled, the intent unclear, and general confusion results.

All of these faults could be remedied with time and effort. But whether such time and effort ever will be devoted to the task is a question.

Now, after almost two score years of actively practicing law, Marks is somewhat in the mood to embark on one of two possible careers.

With his charming wife, Olita Meyer Marks, and their son, Milton, Jr. and daughter, Eleanor, he has a summer haven near Atherton. On weekend and for several summer months, the family deserts its San Francisco home at 3903 Washington Street, for "the country," and Marks intends to spend more time there.

### PLANS FOR FUTURE

If he decides to follow one road in his future, he will put in several days a week writing. He doesn't know whether he could make any money at it, but he is willing to try.

"It would be a lot of fun," he adds.

If he makes this choice, his son, graduate of Stanford University and veteran of the war in the Pacific, probably will shoulder more and more responsibility for conduct of the affairs of the law office.

He probably will, anyway.

The other choice that Marks makes depends on the future of Congressman Frank R. Havenner of the Fourth Congressional District. If the incumbent congressman retires, Marks has half a mind to be a candidate for the office.

### HAS QUALIFICATIONS

He has the maturity, the knowledge and the experience to be a worthy representative of the people of San Francisco in Congress.

But regardless of what he does in the future, it is written in the record that Milton Marks has been a worthy citizen of his native city, that his brain ability and energy have contributed greatly to the collective and, in many cases, the individual happiness of his citizens.

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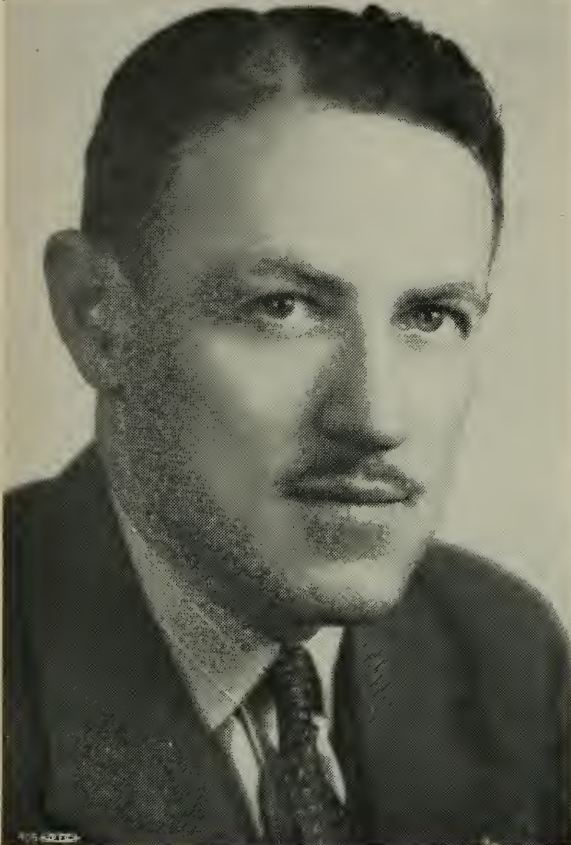
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CITY AND COUNTY OF SAN FRANCISCO

Election—Tuesday, November 8, 1949

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CHESTER R.  
**MACPHEE**  
SUPERVISOR

Election Tuesday, November 8, 1949

## Passage of Bond Measures A & B Vital to City's Progress

UNDER THE ADMINISTRATION of Mayor Elmer E. Robinson, the City and County of San Francisco is making more progress in the task of building a Greater San Francisco.

The voters of the City and County on November 8, will be asked to approve two bond propositions that have been offered by the Administration as "better business" bonds for San Francisco.

They are:

Proposition A—\$10,000,000 for the expansion and modernization of San Francisco International Airport.

Proposition B—\$4,000,000 for construction of the Cherry Valley Dam of the Water Department, needed to guarantee the city's water supply for another quarter century.



ELMER E. ROBINSON, Mayor  
City and County of San Francisco

Both these bond propositions were studied in detail by the Mayors' Bond Screen Committee before they were approved for submission to the voters by the members of the Board of Supervisors. The Screen Committee members represented all groups of San Francisco—business, labor and industry.

The \$10,000,000 is required to permit the Airport administration to expand its income producing facilities so the taxpayers may be relieved of the financial burden of supporting the airport and receive, instead, a profit from their current investment in the utility.

The Airport needs a new administration building and aircraft operation facilities. The present administration building is obsolete and provides little if any space for concessionnaires who will pay rent according to the business they do at the terminal. Without this building, the airport cannot be expected to make a profit, let alone become self supporting.

If the citizens approve another \$10,000,000 investment in the airport, the net profit from operation of the terminal by 1970 will be in the neighborhood of \$16,000,000, according to the conservative estimates of the Public Utilities Commission which supervises administration of the Airport.

If the investment is not made, the same estimates reveal, the taxpayers will be required to contribute approxi-



B. M. DOOLIN, Manager

S. F. International Airport

mately \$800,000 a year toward support of the terminal.

In addition to this direct profit for the citizens of San Francisco, the Airport is responsible for many indirect monetary benefits to the community.

Since its establishment less than 10 years ago, the Airport has become an industrial city, providing more than 5,000 jobs, jobs that did not exist in the area before the establishment of the airport.

In addition the commercial air-

(Continued on next page)

to challenge  
the need for  
adopting  
**PROPOSITION '1'**  
is to challenge  
**THE NEED  
FOR PUBLIC  
EDUCATION**

**VOTE  
YES on #1**

**FOR SCHOOLS  
NOV. 8**



industry that employs these thousands of workers, paying them more than a million a month, spends more than \$20,000,000 a year in the community for material and supplies. This provides an additional benefit.

The Cherry Valley Dam for the water department has two major benefits for San Francisco.

They are:

1. Guarantee an adequate water supply for a growing and expanding city or at least 25 years.
2. Guarantee of a \$9,000,000 grant from the federal government to the city for construction of the dam that will cost a total of \$13,000,000. This grant will be made by the Congress through the Army engineers for the purpose of flood control and conservation of natural resources.

A California is growing and expanding, increasing its population and resources, the available supply of water has been limited to meet the demands of industry and agriculture, as evidenced by droughts during recent years.

It is to prevent such droughts in the San Francisco area that the Cherry Valley Dam is planned and will be constructed by the water department.

Both of these bond issues, according to the Mayor's Screening Committee are good business bonds for San Francisco which will bring direct results to the home owner, taxpayers, business and labor.

As evidence of the wide-spread support being given to these measures, almost 100 civic organizations have endorsed them.

## Famed San Francisco Symphony Opens 38th Annual Season

THE SAN FRANCISCO SYMPHONY ORCHESTRA will open its 38th season of concerts, Thursday evening, November 10, in the Opera House, under Pierre Monteux, who begins his 15th consecutive year as conductor of the orchestra.

Following a summer's visit to Europe, where he had several engagements as guest conductor both of opera and symphony, and appearances at the New York Stadium and in Chicago's Ravinia Park, Monteux returns to San Francisco in the full maturity of his many powers.

For the opening concert, Monteux has arranged an all-orchestral "Anniversary Program". Commemorating the 10th anniversary of the death of Bach, he will lead the orchestra in that composer's Toccata in C major as orchestrated by Leo Weiner. The bicentennial of the birth of Goethe will be observed by a performance of Wagner's "Faust Overture". Arnold Schonberg, who celebrated his 75th birthday last September 13th will be represented on the program by his "Theme and Variations". And, in memory of one of the greatest musical geniuses of all time, Richard Strauss, who recently died at the age of 85, Monteux will offer that German modernist's stirring tone poem, "Ein Heldenleben". The program will be repeated Friday afternoon, November 11 and Saturday evening, November 12.

Tickets are on sale at the Symphony

box office, Sherman, Clay & Co.

Naoum Blinder, concert master and solo violinist of the San Francisco Symphony Orchestra will be soloist at the Orchestra's second concert group in the Opera House Thursday night, Friday afternoon and Saturday night November 17-18-19.

Blinder is best known to San Francisco for his ensemble playing with the symphony and as first violinist of the San Francisco String Quartet. He has been heard in previous solo appearances with the Symphony and in recital with acclaim-winning success.

A native of Russia, the artist is a graduate of the Imperial Conservatory, Odessa. He concertized throughout Europe and the Orient before coming to America in 1928. In this country he won high praise in recital and as soloist with major symphony orchestras prior to accepting a professorship at the Juilliard School of Music, New York, from which post he came to San Francisco in 1933.

Blinder's number with the Orchestra will be Violin Concerto in D Major,

Brahms. For the purely orchestral portion of the program, Monteux has programmed the Birds' Suite by Respighi and Berlioz' Symphonie Fantastique.

Because of the outstanding success of last season's "Classic Interludes", the San Francisco Symphony Orchestra this year will present a similar series of concerts, the first of which is scheduled for Friday night, November 25.

For this event, Conductor Pierre Monteux has announced a fascinating program consisting of six older classics scored for small orchestra that will be heard to advantage in the intimate setting of Veteran's Auditorium.

mate setting of Veteran's Auditorium.

In addition to valued first chairmen of the orchestra such as concertmaster Naoum Blinder, flutist Murray Graitzner and oboist Merrell Remington, pianist Lev Shorr will be a soloist in the program which lists L'Epreuve Villageoise, Grieg; Concerto for Oboe and Strings, Cimarosa, Symphonie in C, Boccherini; Overture Burlesque, Mehul; Madrigal, Monteverdi; Brandenburg Concerto No. 5, Bach.

Tickets are on sale at the Symphony Box Office in Sherman, Clay & Co. ....

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ATTORNEY

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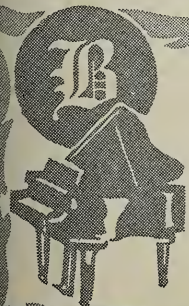
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**ELECTION TUESDAY, NOVEMBER 8, 1949**

## Ridgely Cummings looks over the Bay Area



At a recent meeting of the Central Council of Civic Clubs Supervisor Chester R. McPhee patiently waited in a seat down front while Candidates John J. Goodfin, Gerald O'Gara, Lloyd Cosgrove and others made campaign speeches.

When the chairman finally called on McPhee he told a story which brought hearty chuckles from the delegates. While he was waiting, McPhee said, he couldn't help remembering a story Governor Earl Warren tells on himself.

It seems that the Governor, at that time a candidate for the position of district attorney of Alameda county, wrote his first campaign speech, memorized it, practiced it on his wife and before a mirror and then set off for his initial engagement before a civic club.

**BY THE ALPHABET**

A novice, Warren arrived in ample

time and found a seat in the first row. The hall rapidly filled with other candidates and the chairman called the meeting to order. Then the chairman announced that candidates would be called upon in alphabetical order.

Politician after politician rose, delivered his discourse, bowed to the applause and rushed out to attend other meetings.

The meeting thinned out and when the Chairman called on Warren there were only two left. The future Governor was undecided whether to decline his speech or not but decided since he had an audience of one, he would make it for practice.

He did and at its conclusion thanked the chairman and the man in the audience for their courtesy in hearing him out.

The lonely gentleman among the

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INCUMBENT  
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Election

Tuesday,

November 8, 1949

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empty chairs rose and said:

"That's all right Mr. Warren. I'm a candidate too, My name's Zabrewski."

### AIR POLLUTION

Is the Bay Area faced with a smog problem a la Los Angeles?

The answer ranges from no to maybe, depending upon how one interprets material in a nicely-printed booklet recently issued by the San Francisco Bay Area Council. General Manager of the Council is Frank E. Marsh and chairman of the committee making the report is William M. Hale.

Among conditions causing air pollution in the Bay Area are odors from sewage sludge on the shores of the bay, particularly where raw, untreated human sewage is being discharged; burning garbage dumps in smaller communities; automobile exhaust gases; and smoke from plants, hotels and commercial buildings due to faulty combustion of carbonous fuels.

### SOMETIMES APOLOGETIC

The report is hopeful in tenor and in some paragraphs it is partisan, as where it refers to the odors of coffee and chocolate. Processing of these foodstuffs, it says, creates "definite aromas which are familiar to many mingle with haze or fog to produce a generations of San Franciscans, and these industries have been major sources of employment and revenue to Bay Area commerce for nearly a century."

Sewage odors will be reduced as stallation of sewage disposal treatment plants continues. The report predicts that within two years this type of contamination will be "materially eliminated".

As for burning garbage dumps, should be stopped. Smaller communities still burn their garbage to space but San Francisco and Oakland are convinced that space-saving does not outweigh the nuisance of smoke and fumes. Burning rubbish produces formaldehyde vapor which is an irritant.

The report offers no solution to auto exhaust gases. It gloomily predicts the huge increase in the number of combustion motor buses used in Bay Area in recent years. It mentions the tremendous expansion of the tanning industry. Then it points out that the Bay Area during 1948 there were 886,093 passenger and truck vehicles registered. This represents a 15 percent increase over the 1946 registration of 764,400.

One of the enlightening portions of the report is the definition of smog written by the Stanford Research Institute. Here it is:

"Smog is a term made by combining parts of the two words 'smoke' and 'fog'. Properly applied in the Los Angeles county region, it denotes an abnormal weather condition in which man-made contaminants in the

(Continued on page 17)



## P.G.&E. Requests First Rate Increase in Thirty Years

For the first time in 29 years a system-wide increase of electric rates is being sought by Pacific Gas and Electric Company in an application filed with the California Public Utilities Commission. Although the increase, if granted, will amount to a total of \$8,900,000, the average household bill will increase less than one cent a day.

The Company stated that operating expenses have increased during recent years to a point seriously out of line with rates, which have been reduced frequently during more than a quarter of a century. The Company pointed out that it is imperative that earnings be increased in order to provide an adequate return on the Company's investment in physical properties and continue to attract the large amounts of new capital necessary for carrying on its extensive construction program.

Company records show that since 1920 there have been five major reductions in rates. The latest, only three and a half years ago, was made in spite of higher expenditures of wages, taxes, fuel, materials and equipment, and nearly all other items of operating costs.

"We have delayed this action as long as possible," said W. G. B. Euler, vice-president and general manager,



**WILLIAM G. B. EULER**

Vice President and Gen. Manager  
Pacific Gas & Electric Co.

has considered and acted upon a further and more detailed revision of electric rate schedules.

"When it is remembered that the increase will be spread over 1,253,000 electric customers throughout Northern and Central California," Euler said, "it is clear that the average customer will pay only a small additional charge above his present bill. We estimate that the increase will add less than a cent a day to the average bill of residential customers, numerically the largest group of ratepayers.

"By practicing rigid economies and continually improving operating methods, P. G. and E. has borne the burden of higher costs of operation for many years without once asking for an increase in basic electric rates. In spite of these efforts, however, the rate of return on the Company's electric properties in 1948 was only 4.29 per cent, and it is expected to be approximately 4.41 per cent in 1949. With the increase in rates requested it is estimated that the rate of return for the full year of 1950 will be approximately 5 per cent.

"No effort is being spared to provide adequate and dependable electric service to Northern and Central California with ample provision for future growth. The Company asks only that it be allowed rates sufficient to maintain and expand that service."

P. G. and E.'s postwar construction program, made necessary by unprecedented growth in demand, was launched in 1945. It is the largest of any elec-

tric utility in the nation. From the end of the war to December 31, 1949, the Company will have invested about \$500,000,000 in new facilities. Including additions to the gas and other departments these expenditures are currently being made at the rate of more than \$15,000,000 a month.

Already approximately 600,000 horsepower of new plant capacity has been placed in operation. A large steam-operated generating plant has been built at Bakersfield and Station "P" in San Francisco has been enlarged to nearly six times its former capacity.

New hydroelectric plants have been completed on the Mokelumne and Yuba rivers.

On the Feather River the Company is building two powerhouses with an aggregate capacity of 270,000 horsepower, and in Contra Costa and Monterey counties two big steam plants each of 402,000 horsepower capacity are under construction. In 1951, almost 2,000,000 horsepower in generating capacity will have been added to the system nearly doubling the capacity required to serve the Company's territory before the war.

## Proposed Salary Increase for Supervisors Meets Public Favor

ONE OF THE MOST IMPORTANT propositions on the November ballot is Proposition "K" which rectifies a long over due inequity in the rate of compensation for the Board of Supervisors.

Although every important public spirited organization as well as both the AFL and CIO Central Labor Councils, the Civic League of Improvement Clubs, the Chambers of Commerce, the Real Estate Clubs, the Downtown Merchants Groups, various leading Women's Organizations, as well as Democratic Central Committee and leading Republican groups have endorsed Proposition "K", it nevertheless will only be passed if the message is brought home to the individual voters.

One of the difficulties faced here, of course, is the lack of funds to conduct a campaign of this sort coupled with the general lack of information on the part of the average citizen as to just how wide is the scope of a supervisor's duties and how much time he must devote to them.

The proposition was proposed after a survey conducted by the Citizens Charter Advisory Committee, which included a study of the pay scales of all the comparable large cities in United States. It was discovered that San Francisco pay scale is the lowest by far. It was also observed that Los Angeles pays its Supervisors \$12,000 a year.

The average San Francisco Supervisor actually spends more money than the city now pays him on just the personal expenses he incurs in doing the city's work and in most cases they are actually dipping into their own pocket for additional money to pay these expenses.

Obviously, this is not a just arrangement, nor does it make good sense on the long-term view of efficient government.

It is an accepted fact that best results are obtained by assuring people adequate compensation for the work they perform and for the time they devote to their work.

The present compensation of \$200 per month was established in 1911 when the city's population numbered only 416,000 and before the city had involved itself in the large number of projects and services which it discharges today.

As a consequence during these 37 years, more and more responsibility

has been loaded upon the Supervisors, with a great increase in their committee work in order to remain thoroughly familiar with the detail of each of the cities complicated activities but no adjustment was made, in all this time, in their rate of compensation.

These are facts which are well known and readily understandable by people who take an interest in city government and are familiar with its functions. But they are, alas, facts which the average citizen does not know.

It seems to be unquestionably in the interest of good government that those people who do know the facts and understand the great responsibility we have given to the members of our Board of Supervisors, express themselves to their neighbors in order that they are properly informed on this issue and realize Proposition "K" is OK.

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and are extremely reluctant now to interrupt the downward trend of electric rates which we have successfully maintained during almost three decades.

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The application asks the Public Utilities Commission to authorize an increase of 6 per cent on monthly bills computed at present rates. The increase, if granted, will apply to all regular classifications of service and remain in force until the Commission



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### Fire Safety Committee Seeks Million Dollar Insurance Rate Saving

If current work of the Fire Safety Committee of the San Francisco Chamber of Commerce reaches its expected goal, each San Francisco fire policyholder will realize, by July 1, 1950, a 15 percent reduction in fire insurance rates—a total annual saving to the people of San Francisco of approximately \$1,000,000.

This was the conclusions of a report made at last week's Chamber board of directors meeting by Carl Livingston, chairman of the Fire Safety Committee.

Seeking to eliminate certain of the city's fire safety deficiencies pointed out in last year's report of the National Board of Fire Underwriters Committee on Fire Prevention and Engineering Standards, Livingston's committee since March 18 of this year has extensively studied fire control, prevention and safety conditions in San Francisco. Meetings have been held with National Board representatives and with the Fire, Water, Electricity and Building departments of the city of San Francisco.

"Fire Chief Edward P. Walsh has been present at most meetings," said Livingston, "and has assisted and cooperated with the Committee to the fullest extent."

To effect the reduction in insurance rates, the city's "deficiency points" must be appreciably reduced. The July, 1950, date for correction of all deficiencies set by the Fire Safety Committee is based upon progress already made by various municipal departments.

### Final Tests For \$444,000 Alameda Sewer

The \$444,000 sanitary sewer system on Bay Farm Island, one of the largest engineering projects ever undertaken by the city of Alameda, will receive



**CARL FROERER, City Manager  
City of Alameda**

final tests this week, City Manager Carl Froerer announced.

It will serve 400 Bay Farm Island residents at the start and ultimately 12,000 residents in that area of the city.

The plant is located at the southwest corner of the Alameda golf course. The main interceptor has two branches, one running along Beach Road and the other along County Road. Paul Marti served as resident engineer and Richard Lovejoy was designing and construction engineer.

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Dear Mr. Allen:

I appreciate particularly the copy of your magazine release featuring Mr. Speidel. Having known Messrs. Snow and Speidel for a good many years and being aware of Merritt's activities since well over a quarter of a century, may compliment Mr. Flynn for having caught the spirit of the man, so well presented in his article.

Many thanks for your thoughtfulness and every best wish,

WILLIAM FEICK, Vice-Pres.

GUERNSEY, BUTTS & WALSH  
Poughkeepsie, N. Y.

Dear Mr. Allen:

I thank you sincerely for sending me the copy of the City-County Record with the fine photograph and splendid biographical account of the life of my good friend, Mr. Merritt C. Speidel.

Mr. Speidel can be proud of the record he has built up as a prominent and influential newspaper publisher.

Cordially yours,

RAYMOND G. GUERNSEY,  
Attorney-at-Law



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## Principal Endorsing Groups Favor Holm for S.F. City Attorney

**S**UPPORT FOR THE CANDIDACY of City Attorney Dion R. Holm has been mounting steadily during recent weeks and at this time he has received the endorsement of nearly every important civic group.

Among these organizations are the Civic League of Improvement Clubs, Veterans Non-Partisan League, Veteran Voters Association of the United

States, Jefferson Democratic Club, Golden Gate Democratic Club, Inc., Maritime Democratic League, Republican County Central Committee, Steuben Society, Italian Federated Societies, Lafayette Club, Polish-American Club of San Francisco, Polk-Van Ness Civic Council, Negro Council of Civic Affairs, Plasterers Union, Local OPC-FIA No. 66, and the Building Material and Construction Teamsters Local 216 A. F. of L.

City-Attorney Holm has a 23-year record of proved ability, efficiency and accomplishment in the office in which he serves.

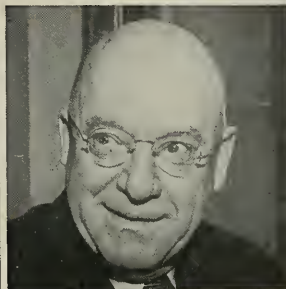
His record includes the saving and recovery of millions of dollars for the city in successful litigation in which he represented San Francisco before state and federal courts, before the United States Supreme Court, and before committees of the state legislature, Congress and Cabinet officers.

It is a record which has been free of pressure and politics and during the 23 years that Mr. Holm has been in the City Attorney's office he has gained an enviable national reputation as an expert in municipal law.

Former City-Attorney John J. O'Toole has said of him:

"Mr. Holm is one of the nation's foremost authorities in the complicated and highly technical field of municipal law.

"In these times when the rewards of



DION R. HOLM  
City Attorney  
San Francisco

public service are few indeed, it should be heartening to the people of San Francisco to know that a man of his distinguished attainments is willing to sacrifice the benefits of private practice for public service.

"I believe public officials of Mr. Holm's competence deserve public support—especially in the City Attorney's office where a freshman, however, eager to learn, or a politician, however, anxious to serve his friends, could invite civic bankruptcy."

During his years in office Dion R. Holm has participated in a number of important cases of law.

In the celebrated "orphan penny" case, San Francisco's treasury was enriched by \$700,000 in unclaimed fare refunds which the former Market Street Railway sought to pocket. That case was successfully fought by him through the United States Supreme Court.

Defending the city against a million dollar suit involving a Hetch Hetchy contract, he obtained reversal of an adverse lower court judgment and won final judgment for the city in the United States Supreme Court.

When former Secretary of the Interior Ickes disapproved contracts involving Hetch Hetchy power supply, Holm succeeded in consummating a series of contracts acceptable to the federal government and thereby preventing the loss of two million dollars annual income to the city.

He has personally prepared the extremely complicated details of every bond issue submitted to the voters since 1926. Not one of these ever has been found faulty.

Similarly, he has personally prepared or passed upon hundreds of complicated contracts which the city executes every year with private firms and, as in the case of the bond issues, not one of the contracts ever has been

successfully attacked on the basis of legal insufficiency.

Indicative of the high esteem in which Dion R. Holm is held throughout the city was a testimonial luncheon held at the Palace Hotel on Monday, October 24. Leaders from every walk of life and every district of the city were in attendance. Attorney Walter McGovern presided over the head table and former Supervisor Jesse C. Colman headed a committee of arrangements.

Taking part in the event were Democratic and Republican party leaders and persons prominent in civic clubs, women's groups, veteran organizations, labor organizations and in the State Bar.

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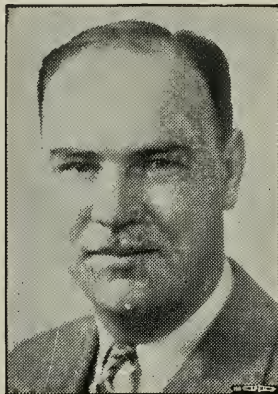
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**ELECTION, NOVEMBER 8, 1949**

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## San Francisco-Oakland Area To See Vast 1950 Air Traffic

**T**HE SAN FRANCISCO-OAKLAND Bay Area will contribute greatly to the largest mass movement of air travel abroad ever recorded, which will take place during the next 12 months, according to Clyde Fullerton, general sales manager for Trans-World Airline. Mr. Fullerton was here this month shortly after returning to the United States from his second tour of TWA's 21,000 miles of overseas routes in 14 countries within three months.

All forecasts, Fullerton said, point to a peak year for travel abroad, highlighted by the fact that 1950 is the Holy Year in Rome. Since TWA is the only United States flag airline certificated to Rome, the airline expects to transport at least 30,000 persons to the Eternal City next year. TWA is also the only airline that flies from San Francisco and Oakland to Rome, through its transcontinental routes from the West Coast to New York and its overseas routes from New York to Bombay, India.

The TWA executive predicts as overall increase of at least 15 per cent in TWA's international operations for 1950 over 1949. In addition to Holy Year, other factors involved are devaluation of foreign currencies, advancing buying power of the American dollar abroad; and a continued public acceptance and confidence in air transportation.



**CLYDE FULLERTON**  
General Sales Manager  
Trans-World Airline

## Mrs. Cecil Cooley Heads S.F. Women's Chamber of Commerce

**M**RS. CECIL L. COOLEY was elected president of the San Francisco Women's Chamber of Commerce at its 12th annual meeting, recently, to serve a two-year term. Mrs. Cooley, a charter member of the organization, has been active in its activities and development since its inception, and plans an expanded program of civic betterment projects for the coming term.

She said in accepting the office, "The Women's Chamber of Commerce has been recognized not only locally, but statewide as an outstanding civic organization. We have much to do still, in co-operation with the men's organization in forwarding the economic and cultural welfare of our city."

The Women's Chamber of Commerce has sponsored, as continuing projects, improvement of San Francisco harbor, greater local use of locally made products, co-operation of all organizations in stimulating greater business in the community, publicizing San Francisco, balanced shopping hours to relieve transportation congestion, and courtesy to out-of-town visitors.

Among the new projects outlined will be a program of tours for out-of-town visitors through San Francisco's industrial establishments and picturesque points of interest, and an intensified campaign to aid the city's youth along the road to good citizenship.

Other officers elected with Mrs. Cooley are:

Mrs. William H. Scott, First Vice-president; Mrs. Evalyn Clifford, Second Vice-president; Mrs. Frank Kilsby,

Treasurer; Mrs. Margaret Merritt, Executive Secretary, Mrs. Irving La Fortune, Corresponding Secretary.

Directors are:

Mrs. Anton Barnes, Mrs. Edw. J. Benn, Mrs. Frank R. Bergstresser, Mrs. Leslie Cupples, Mrs. Harry S. Curry, Mrs. Henry Dippel, Jr., Mrs. Nell Du Clos, Mrs. Wm. Hanton, Mrs. B. L. Hechinger, Mrs. Alfred Hulroyd, Mrs. Joseph Mesquite, Miss Lydia M. Miller, Mrs. Jennie Perry, Mrs. Wm. J. Turner and Mrs. Jack Warshaw.

Mrs. Edith C. Wilson, was reappointed Legal Advisor.

The retiring president, Mrs. Jennie Perry, was given a vote of thanks for her outstanding efforts.

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## **F. Charter Amendment "F"** **receives City-Wide Acclaim**

CHARTER AMENDMENT "F", the city measure which, if passed by the electorate at the November 8 election, grants 15 days vacation to employees of the City Government after completion of 5 years faithful service, has received wide-spread endorsement from powerful labor, civic, business and representative political groups, according to the Campaign Committee sponsoring the measure.

William M. Malone, chairman, Democratic County Central Committee yesterday advised the committee of their unanimous endorsement. The city-wide group, composed of Democratic leaders, and assemblyman from each of the eight assembly districts, signed Charter Amendment "F" as a "fair and equitable proposition".

At the same time, the Democratic Women's Forum and Republican County Committee also endorsed the measure along with an imposing panel of civic clubs and business leaders, including: Civic League of Improvement Clubs, Central Council of Civic Clubs, Citizen's Political Advisory

Board, Veteran's Groups, S. F. Federation of Municipal Employees, Civil Service Association, Board of Supervisors and other influential organizations.

Labor is strongly represented among the endorsing organizations. The Union Labor Party, S. F. Labor Council, S. F. Building Trades Council, S. F. C.I.O. County Council, A.F.L. Council of City Employees.

Metropolitan San Francisco daily newspapers, the Progress papers of the Budde Publications, and numerous organizations affiliated with San Francisco's foreign language groups have endorsed and wholeheartedly supported the measure.

George R. Reilly, chairman, State Board of Equalization with Parker S. Maddux, President San Francisco Bank, and Louis R. Lurio, millionaire real estate and investment counselor, are co-chairmen of a strong Business and Civic Committee embracing the names of more than 100 influential men and women prominent in San Francisco's affairs.

This roster includes men such as Fred D. Parr, Ben Swig, Andy Wong, John D. Costello, Jake Ehrlich, Jr., Gus Farber, John P. Figone, Cyril Magnin, Thomas A. Maloney, Frank Martinelli, Hugh McKevitt, Ernest Torregano, J. Warnock Walsh, and Matthew J. Dooley.

In addition, every judge sitting on both the Superior and Municipal Court bench has given unqualified endorsement to Charter Amendment "F".

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NOW!**

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## Mancuso Municipal Judge Candidate Earns Friendship

AS OLD AS AMERICAN POLITICS are the "tags" which are associated with candidates for office. Many of these "tags", particularly in bygone years, have been vicious to the point of bad taste—even for political campaigns.

Always, however, they have been arrived at by the judgment of the people, and must have been sound in their origination, or the United States would not be the top nation in the world today.

The "tag" of "The Friend of the Little Fellow" has been associated with Supervisor Edward T. Mancuso practically since he took office six years ago, being elected by 94,036 votes.

It is a "tag" that has been well earned. One of eleven children, Mancuso was born in 1901 and reared in San Francisco. The family income, even for those early years, didn't stretch quite far enough and Eddie started work at an early age.

He worked his way through public school, attending Humboldt Evening High and Mission High Scholus. He studied law, part time, at Hastings College of Law and was admitted to the Bar in 1929. Those were years of struggle and laid the background for his humane approach to civic problems which, in the long run, are mainly human problems.

Since his graduation he has developed through his own efforts a flourishing law practice, the major portion of it being trial work. He has appeared in San Francisco's courts continuously for the past twenty years.

With it, however, he has found time to be active in civic and community and church affairs, holding office in several civic organizations, taking an active part in the Community Chest, Red Cross and other city-wide charitable affairs.

Since his election to the Board, Mancuso's actions sum up the man's beliefs as follows:

He sincerely believes that a man's value in public life, whatever the office he holds, is largely based upon his



**EDWARD T. MANCUSO**  
San Francisco Supervisor

knowledge of the problems of his city and his sincerity in attempting to solve them. In the final analysis, most of these problems, he has found, are human problems.

Twenty years of practice at the legal profession have brought him in touch with many of these human problems. His years as a supervisor have given him a broader outlook on problems in general, but he has always maintained that the rights and wishes of the average

citizens are still the only basis for public service.

On the Board—as a member of the Finance Committee, Judiciary Committee, and County, State and National Affairs Committee, as a member of the Board of Directors and as junior President of the County Supervisor Association of California—he has endeavored to consider all questions from the standpoint of the greatest good to the greatest number.

He has unlimited confidence in the general run of citizens. He believes that their judgments are usually sound. He believes, and has insisted during his time as supervisor, that the people should be consulted, that they should not be side tracked.

Mancuso feels that while the attitude of the bench may be considered removed from that of the lawmaker he points out that here, again, the most important factor is the sincerity with which human problems are approached.

He has declared that "whatever position in our city, whether as private citizen, as Supervisor, or as Municipal Judge, I pledge that I will still have sincere regard for the human aspects of the problems brought to my attention."

Mancuso has earned a reputation among the legal profession for fairness, honesty and courtesy. He has brought to public office a keen understanding of the trials and tribulations of the mass of the people, which he thoroughly understands through his own background of hard work and self-sacrifice.

Happily married for 19 years, his wife is the former Dorothea Fegan. She has always been an enthusiastic support of his public life and has backed his championship of the little fellow.

During his early years, prior to his mission to the Bar, he belonged to various unions, and knows well labor's many problems.

Since his advent into public life, he has championed the cause of the underpaid. He understands the vital part labor plays in the development of a community, and has always voted for better working conditions, hours and rates of pay.

He has advocated labor-management committees, and has submitted legislation for the adoption of such a plan in handling city personnel problems.

He has opposed legislation detrimental to the working man, which realizes always works to the detriment of the community.

Careful scrutiny of his public life finds the "tag" of "Friend of the Little Fellow" well earned.

CLYDE W. PARK  
2602 Eden Avenue  
Cincinnati 19, Ohio

Dear Editor:

Thank you very much for sending me a copy of the City-County Record containing Bill Flynn's excellent article on Merritt C. Speidel. The details in Merritt's remarkable career are well shown and are woven together with a smoothness and human interest not often found in the handling of factual material.

Yours sincerely,  
CLYDE W. PARK.

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**RIDGELY CUMMINGS**

(Continued from page 10)

dense, smoky atmosphere. It results in a sharp reduction in visibility, and causes irritation of the eyes, and sometimes of the nose and throat."

That's what we want to prevent here and the Bay Area Council urges a two-point program. Both points are of a voluntary nature. First would be the establishment of a Bay Area Air Pollution Group, consisting of experts, to provide information and counsel. Second would be establishment of voluntary community programs.

The report further urges, and this seems of doubtful value, that the program to diminish air pollution should be conducted "with a minimum of public fanfare". This is because the Bay Area Council wants to avoid adverse publicity. The pressure of enlightened public opinion usually works to the benefit of the community and the wiser policy would seem to be to call a spade a spade and set to work to clear up the situation, letting publicity chips fall where they may.

Pittsburg Police Department will continue to assign to Army authorities cases of soldiers which involve drunkenness, but will prosecute through municipal court soldiers arrested for more serious offenses, as the result of a discussion of law enforcement problems between Camp Stoneman authorities and the Pittsburg city administration. . . . Funds for hearing aids for veterans will be raised by the annual Forget Me Not sale in Oakland, November 4 to 11. The sale is sponsored by the Disabled American Veterans, Oakland Chapter 7. . . . Dr. W. A. Powell, Contra Costa County's health officer for thirty years, will retire on October 30 when he reaches the age of 70.

**ROBERT E. LEE**

Robert E. Lee, Richmond city councilman for eleven years, has been appointed executive secretary of the Richmond Housing Authority succeeding Robert Elliott. Lee will receive a \$12,000 yearly salary in the post. . . . Dr. Alonzo F. Brand has been named as regional director of the United States public health service at San Francisco, succeeding Dr. Walter T. Harrison who retired July 1. The region under the direction of Dr. Brand includes California, Washington, Oregon, Nevada, Arizona, Alaska and Hawaii. . . . Brentwood city council has approved a city sales tax of 1/2 of 1 percent which will become effective January 1, according to announcement by City Clerk George Wedgewood.

Ned S. Rucker, Bay Area landscape architect, has been named designer and general manager of the eighteenth annual California Spring Garden Show in Oakland next year. Also appointed was Kenneth E. Jenner, landscape contractor, who will serve as assistant general manager and business manager. . . . Arthur H. Abel, Port Manager and Chief Engineer of the Port of the American Association of Port Au-

of Oakland, was elected president of the Port of Oakland at the thirty-eighth annual convention of the North American port body at its recent convention in Milwaukee. Abel has been with the Port of Oakland continuously since its inception in 1926.

The first air coach service from Oakland Municipal Airport to the Pacific Northwest was inaugurated by Western Air Lines, Saturday, October 15. . . . Robert R. Gros, manager of the advertising and publicity department for the Pacific Gas and Electric Company has just completed a five-weeks' tour in Western Europe as an

observer for the United States Navy. The assignment took Gros to more than a dozen countries in western and southern Europe. . . . Walter J. Brown, well known publicist and public relations counselor, has taken over the management of the San Francisco Chamber of Commerce's publicity department, according to an announcement of G. L. Fox, general manager of the Chamber. . . . Dr. Meredith W. Morgan has been appointed to the board of education of the Richmond Union High School District by B. O. Wilson, Contra Costa County superintendent of schools.

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**AROUND AND ABOUT**

(Continued from page 8)

life enjoy the same comfort? Sports wear manufacturers should flock to join SPENMAA. You too can become a member. A penny post card to this column will make you a charter member.

\* \* \*

**I**T WAS only a short while ago that San Francisco, after a lapse of 40 years, was the scene of a heavy weight boxing contest for the championship of the world. This was due entirely to Bill Kyne. What manner of man is Bill Kyne? This writer has never met him but knows of him and of his good deeds. During the war Kyne gave the profits of the Bay Meadows Tracks to the welfare of disabled veterans. With the cessation of hostilities Kyne didn't forget the many who are still disabled and confined to various hospitals; various ideas were promoted for the benefit of the veteran and always it was Bill Kyne giving and asking nothing in return. The fight was far the welfare of the veteran, and the hospital in Livermore will directly benefit by Kyne's generosity. May I, as a former corporal in the army, extend my warmest congratulations to a real friend of the veteran—Bill Kyne.

\* \* \*

**A** FEW days ago I was very pleased when a friend of mine commented on the fact that his wife had tried and enjoyed my wife's recipes which I have, from time to time, printed in this column, and would I please publish some more. I can assure all of you who have read this far in this month's column that it is a pleasure and I hope that you will try, and enjoy the following:

**FOOLPROOF CHEESE SOUFFLE** (which can be held over for at least 15 minutes without damage and can even

be warmed up.) Start with 2 tablespoons cornstarch dissolved in 1 cup cold milk; boil 1 minute; add 1 cup cheese. Stir into 4 egg yolks; fold in 4 egg white whites. Set casserole in water; bake at 375 degrees for 45 minutes.

That will serve 6 people and it is my hope that you will enjoy it. If your guests are hungry plan on only getting 4 servings.

\* \* \*

**A**ND may I take this opportunity to publicly express my thanks to the Associated Oil company for its little booklet on Western Football and for its broadcasts of the games I can not see. I am no invalid, but I know that I am expressing the same thoughts of thousands of invalids and "shut-ins" along the Pacific Slope.

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**LETTERS TO THE EDITOR**

(Continued from page 3)

I think that this is a very wonderful write-up, a complete coverage and certainly a recognition well deserved.

Cordially yours,  
W. W. MERCER, President.

RENO NEWSPAPERS, INC.  
Reno Evening Gazette  
Nevada State Journal

Dear Mr. Allen:

I enjoyed thoroughly the article on Merritt C. Speidel in your recent issue of the City-County Record. I have known Mr. Speidel for some 24 years and to me your article by Mr. Flynn represents an outstanding piece of editorial work for it contained information, which, in spite of my long association with Mr. Speidel, I did not know.

Once more my sincere congratulations to you and Mr. Flynn for the splendid article.

With best personal good wishes, I am  
Sincerely yours,  
GRAHAM M. DEAN, Publisher.

23 Virginia Avenue  
Poughkeepsie, New York

Dear Sir:

On my return from a vacation, I found a copy of your magazine containing the excellent photograph of Merritt Speidel and the fine write-up. As we lived in the same town for a number of years, I recognized some of the persons and incidents in the article which gave it additional interest for me.

Mr. Flynn seemed very successful in his analysis of some of the characteristics which have lead to Mr. Speidel's success. It is heartening to know of the honors which have come to one who so richly merits them.

Thank you for including my name in the list of friends who received copies of your very interesting magazine.

Very sincerely yours,  
ANNA E. WELLS.

THE ASSOCIATED PRESS  
New York City

Dear Mr. Allen:

Thank you very much for sending me a copy of your publication containing the article on Merritt Speidel. I enclose a copy of what I have written him.

Sincerely yours,  
FRANK J. STARZEL,  
General Manager.

KING FEATURES SYNDICATE  
New York City

Dear Mr. Allen:

Thank you very much for sending me a copy of the City-County Record. I found the article concerning Mr. Speidel extremely interesting because of my high regard for Mr. Speidel.

F. J. NICHT,  
General Sales Manager.

IOWA CITY PRESS-CITIZEN  
Iowa City, Iowa

Dear Mr. Allen:

Many thanks for your copies of the "City-County Record" . . . the Magazine of Good Government."

We were pleased to see the honor accorded Mr. Speidel. He is a great fellow and a most loyal Californian as you well know by this time.

Knowing Merritt as we do we can well imagine that your Mr. Bill Flynn found Merritt a "most difficult subject in a different sort of way than that of a handle usually implies. If Mr. Flynn got the pictures of Merritt, no power to him. We have never seen the "youthful editor" shot, nor "Publish at 31."

Sincerely,

W. T. GAGEBOECK, Publisher

POUGHKEEPSIE NEW YORKER  
Poughkeepsie, New York

Dear Mr. Allen:

Thank you kindly for sending me copies of the City-County Record containing the interesting feature about your good friend and mine, Mr. Merritt C. Speidel. Your special write William Flynn, deserves every commendation. From a man who would talk he gleaned a most comprehensive report of a long and useful publishing life. Again may we reiterate that we enjoyed the issues very much.

Cordially and sincerely,  
EDWARD A. CHAPPELL,  
Publisher.

MILLS COLLEGE  
Oakland 13, California

Dear Editor:

Thank you for sending a copy of the "City-County Record" for July, 1941 which features an article about Mr. M. C. Speidel, to Dr. White. I shall bring it to his attention when he returns from vacation in the middle of September.

Sincerely yours,  
PRISCILLA JOY EVERTS,  
Secretary to the President.

ROBERT S. ODELL  
745 Market St., San Francisco

Dear Mr. Allen:

Many thanks for the copy of the "City-County Record," featuring my friend Merritt C. Speidel. Although we have known Merritt over a period of years, your candid biography increases my admiration for him both as a friend and a publisher. Assuring you of my appreciation of your thoughtfulness, am

Sincerely yours,  
ROBERT S. ODELL.

FORT COLLINS COLORADOAN  
Fort Collins, Colorado

Thanks a lot for the copies of Bill Flynn's piece on Merritt Speidel. I think Bill hit it squarely when he said Merritt was one cub who had never lost his enthusiasm for the job.

And after years of association with him, I still can't tell you how Merritt generates all the steam he uses. No there would be a secret some of us could use!

Thanks again, Yours,  
CLYDE E. MOFFITT.



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(Special Election November 8, 1949)

**YES ON 2** to preserve pension payments at \$75 monthly to the aged and \$85 to the blind.

**YES ON 2** to repeal the McLain Pension Scheme that fosters political dictatorship.

**YES ON 2** to restore California's former model pension program.

Northern California Committee for Sound Pension Aid. 690 Market Street, San Francisco

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Page Twenty

CITY-COUNTY RECORD

November, 1949

**FOR A *Greater* SAN FRANCISCO**

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**DAN**  
**GALLAGHER**  
**INCUMBENT**  
**SUPERVISOR**



**ELECTION**  
**TUESDAY, NOV. 8 1949**

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**KNOWS THE JOB**  
**ON THE JOB!**

**RETAIN**  
**CITY ATTORNEY**  
**DION R.**

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# CITY-COUNTY RECORD

Vol. 17—No. 1

JANUARY, 1950

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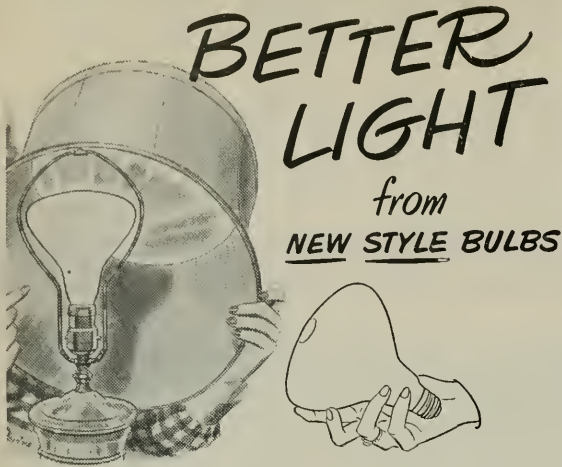
LET'S MAKE 1950 THE SAFEST YEAR!

THE MAGAZINE OF GOOD GOVERNMENT



**CLAY BERNARD, S. F. District Sales Manager**  
**Western Air Lines Incorporated**

(See story on page 5)



Here's something new in lamp bulbs that will take the harsh glare out of your old portable lamps. It's the new indirect-light bulb which gives you that soft diffusion of light you have always wanted. And you will get more light spread upward and downward for the comfort of your eyes and the beauty of your home. Check over the lamps in your home tonight. Replace dim and blackened lamps with bright new bulbs. Your eyes work hardest during these dark winter months. Give them the kind of light they need—Better Light for Better Sight.

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# CITY-COUNTY RECORD

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### Contributing Editors:

William Flynn—Record Biographies; Whit Henry—Around and About  
H. L. Little - William C. Hall — Special Writers

Publication Office: 1005 Market Street, San Francisco 3, HE. 1-1212

"WE'LL CALL A SPADE, A SPADE"

Subscription \$5.00 per year. Issued monthly.

VOL. 17—No. 1

JANUARY, 19

## Around and About

By WHIT HENRY

THE GREATER PORTION of the earth's surface is covered with water yet many places, California included, which are adjacent to an unlimited supply of water, suffer from a lack of it; fresh, that is. Experiments are being made to convert sea or salt water into fresh water and it is interesting to note that similar experiments are being made in Israel at the Weizman Institute of Science, headed by Dr. Chaim Weizman, renowned scientist and president of Israel. Prismatic instruments have been manufactured which, when filled with sea water in the heat of the sun, vaporize and condense salt water into fresh water. The amounts thus obtained are small but the Weizman Institute is engaged in further experiments in the hope of discovering a process of distillation which will make it possible to pipe salt water from the Mediterranean Sea directly to the parched lands of the Negev. A United States corporation is so impressed with Weizman process of converting salt water into fresh water that it has acquired control of it for world wide distribution. Perhaps a new industry will make the Central Valley Project but a memory.

\* \* \*

THE BEE IS SUCH a busy soul, He has no time for birth control; And that is why, in times like these, We have so many sons of bees.

\* \* \*

THE RESPONSE to SPEMAA has been very encouraging, and I have received letters from a number of unexpected sources both in San Francisco and from far distant spots. Here is one from a well known San Franciscan:

"I read with a great deal of interest your suggestion that an organization be formed to be known as

SPEMMA. It seems to be that a city for the Permanent Exposure the Male Adam's Apple' is a fine thing. I would be very happy to become charter member if the dues are reasonable. Please advise me if applications forms are available."

Big oaks from little acorns grow. Perhaps SPEMMA will sweep the city.

(Continued on page 18)

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**Klein To Head CC  
Membership Drive**

Hugh Klein will head the membership committee for Pittsburg Chamber of Commerce for 1950, President Fred Fletcher, announced.

Details for a membership drive.

appointment of a retail division chairman and two additional members to the board of directors will be announced soon by Fletcher. He was elected at the board of directors first meeting of the new year and succeeds Frank J. Hollender, outgoing president.

*Condensed Statement of Condition, December 31, 1949***RESOURCES**

Cash in Vault and in Federal Reserve Bank . . . . .	\$ 674,199,555.16
Due from Banks . . . . .	311,581,876.94
<b>TOTAL CASH . . . . .</b>	<b>\$ 985,781,432.10</b>
United States Government Obligations, direct and fully guaranteed . . . . .	1,795,494,070.18
State, County, and Municipal Bonds . . . . .	317,136,955.83
Other Bonds and Securities . . . . .	202,592,796.37
Stock in Federal Reserve Bank . . . . .	7,281,800.00
Loans and Discounts . . . . .	2,804,522,645.72
Accrued Interest and Accounts Receivable . . . . .	20,309,516.35
Bank Premises, Furniture, Fixtures and Safe Deposit Vaults . . . . .	46,132,255.05
Other Real Estate Owned . . . . .	387,281.06
Customers' Liability on account of Letters of Credit and Acceptances, and on Endorsed Bills and Notes . . . . .	70,257,239.09
Other Resources . . . . .	506,360.53

**TOTAL RESOURCES . . . \$6,250,402,352.28****LIABILITIES**

Capital . . . . .	\$ 127,975,650.00
Surplus . . . . .	114,750,000.00
Undivided Profits . . . . .	63,118,961.36
Reserves . . . . .	4,873,256.73
<b>TOTAL CAPITAL FUNDS . . . . .</b>	<b>\$ 310,717,868.09</b>
Reserve for possible Loan Losses . . . . .	45,608,351.46
{ Demand . . . . . \$ 3,127,413,464.99	
Deposits { Savings and Time . . . . . 2,647,696,564.40	5,775,110,029.39
Liability for Letters of Credit and as Acceptor of and Endorser on Acceptances, Bills, and Notes . . . . .	72,637,886.39
Reserve for Interest Received in Advance . . . . .	18,959,247.11
Reserve for Interest, Taxes, etc. . . . .	27,368,969.84

**TOTAL LIABILITIES . . . \$6,250,402,352.28***This statement includes figures of the Bank's foreign branches**Main Offices in Two Reserve Cities of California***SAN FRANCISCO • LOS ANGELES**

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## Ridgely Cummings looks over the Bay Area



**L**AST ELECTION NIGHT it was raining and I pulled my topcoat up around my ears as I trudged across San Francisco's Civic Center to the City Hall. I was alone through no fault of my own. I had asked several friends to accompany me but they preferred to listen in comfort to the radio. Anyway, being blasé types, they had assured me that it wasn't worth while going to the City Hall, that the procedure was boring and colorless and that all I would see would be political hangers-on and a few successful candidates.

Being a skeptic, I wanted to find out for myself.

### ONLY FEW LIGHTS

There were only a few lights showing through the drizzle as I approached the massive building but as I got closer I saw numerous cars illegally parked in red zones and pedestrian crossings and was thus reassured, for the garden variety citizen does not violate the law so brazenly.

On the broad steps only a solitary man stood smoking and looking out across the plaza. Inside on the main floor there was more activity. Two big blackboards had been set up in the center of the rotunda. Chairs lined the circular wall and these were occupied by elderly citizens. Other groups of middle-aged people stood talking in low voices in the corridors. Still others leaned against the marble pillars reading newspapers or just waiting.

No returns had been posted as yet.

One of the blackboards held the names of Shelley, Cosgrove and Garry, candidates for congress; Holm and O'Gara, candidates for city attorney; the 18 supervisor candidates listed alphabetically; Goodwin and O'Toole for city treasurer and Alaimo, Mancuso and van der Zee for the only Municipal Judge post for which there was competition.

### OTHER BLACKBOARD

The other blackboard had city and state propositions listed by number and letter with spaces for the yes and no votes.

The crowd was apathetic. The polls had just closed at 8 p.m. and a man in a heavy, thread-bare overcoat told me it would be an hour before the first results were put up. He said he was there to watch state proposition No. 2, the old age pension measure. His weather-beaten face was bitter as he added that San Francisco's vote wouldn't make much difference on this any-

way but he hoped Los Angeles would save the day.

I gave him a cigarette and leaned against the pillar with him. Soon I saw a stout man carrying a wooden suitcase, walking determinedly through the crowd. His energy was in contrast to the lassitude of the others. I asked my elderly companion what he thought the stout man was doing.

"Bringing in precinct returns," was the answer. I nodded thanks and followed the stout man. He entered a big room on the north side of the building. I tried to follow him and was stopped by a policeman.

"Where do you think you're going?" he asked.

I explained I wanted to see what was going on. The officer said this was the room where the votes were turned in and the general public wasn't allowed. He was polite but firm. While we were talking his sergeant came over and asked what was the trouble.

### STRETCHED POINT

I stretched a point and told the sergeant I was a reporter and asked if I could go in and watch. There was nothing to see, he assured me, but he supposed I could. I went in and wondered where the other reporters were. Nobody was in sight except guards and people busy at a long counter which stretched across the back of the room.

As I stood there a tall thin man came hurrying in carrying a wooden box with a handle. It was similar to the one I had been following. He hoisted it on the counter and three clerks clustered around the box. Each took articles from it, examined them quickly and then rushed to a counter behind them where they handed the books and papers to other clerks. Then they returned to the front counter and one of the three wrote out what looked like a receipt for the man who had just brought in his precinct ballots.

The sergeant had followed me and was standing a few feet away. He seemed to be eyeing me suspiciously so I thanked him and walked out. I still hadn't seen any newspapermen or politicians and knew they must be around the building somewhere. I decided to look.

The offices on the ground floor were dark. I went up to the second floor press room. The light was on but the

(Continued on page 16)

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# CLAY BERNARD, Sales Manager

## Western Air Lines Incorporated

By WILLIAM FLYNN

Special Writer — The Record

CLAY BERNARD, DISTRICT SALES MANAGER for Western Air Lines, Inc., in San Francisco, is a man of many attributes. One of them are surprising—and all of them are good for San Francisco. He not only is a convincing salesman of airline transportation, he has been an advocate of free enterprise in the field of general transportation with positive results for almost a quarter century. He is a gifted musician of more than considerable ability. He even has a hand in the field of interior decoration. Right now his activity as the head salesman for one of the major airlines serving San Francisco is devoted mainly to convincing the parties to a deal that airline travel is not only as swift and safe as it is economical.

### DECISION TO FIGHT

His results from the decision to hire his employers to fight the non-unionized airlines, who have been offering bargain rates for travel between San Francisco and Los Angeles, with their own weapon—low fares.

Some magic of corporate manipulation, Western Air Lines, Inc., the nation's pioneer aerial carrier, bears a resemblance to Western Air Lines of California, Inc.

One can hardly tell the companies apart, even after the fine print of the agreement is studied and weighed. The planes seem to be Western Air Line planes. The crews have a firm that is strikingly similar. The uniforms seem to be identical with the uniforms of the Western Union that will fly a Western Air of California. The aircraft are maintained and over-hauled in the old line commercial shops. But—so they say—the companies are individual and distinct.

### PAYS ONE-WAY FARE

When a passenger rides from San Francisco to Los Angeles on Western Air, he pays a one-way fare of \$3.50 plus the ten per cent federal transportation tax. When he rides the return route and to the same destination on Western Air, he pays about \$2.22 including the tax. Anyone with the least aptitude for arithmetic through subtraction of digits can use his fingers and toes and come out with the answer that there is considerable saving by riding Western Air of California.

The big question of this economic experiment in the American way of life is whether the low-fare line will be nibbling the high fare luxury service of its customers. Bernard has had

no trouble in proving that those who take advantage of the \$9.95 rate are first-time airplane riders and never were patrons of the higher fare operations. If they were not riding for less than ten bucks, they would be spending their money on the railroads or bus lines.

His experience in selling both kinds of tickets has convinced him that the question of full plane loads of paying customers on commercial airlines is "not fear but fare." If the fares are low enough, there will be standing room only signs hung on each and every propeller before the takeoff of every flight, he believes.

### NOT TOO ASTONISHING

But this is not too astonishing to Bernard who has been selling transportation in one form or another in California for a considerable number of years. Some of the knowledge that averted this great big surprise was acquired when he was a big time airline operator himself. Had it not been for his luck in the outcome of the 1929 Market Crash, he probably would have laced the continent with his own routes and operations.

Bernard was born in Laramie, Wyoming, the son of Clay and Julia Bernard, on May 18, 1900. His family had the monetary means so he was given something in the way of a plush education, with terms at the Bigelow Private School in Kansas City, Manhattan College in New York City, Princeton Prep and two years at Princeton University during the F. Scott Fitzgerald era of disillusioned, war-weary youth.

He chose New York and Manhattan College rather than Stanford and Palo Alto and Northern California because he thought life in a Big City would be more attractive, a very sound conclusion. The fates, however, were determined that he would settle in San Francisco and he eventually arrived—by a somewhat round about route.

When a family financial reverse terminated his college career after two years at Princeton, he turned the engineering education he had acquired to practical use by going to work for the Rio Grande Railroad at Salada, Colorado, as a road engineer.

"You know," he says, explaining the title, "boss of a section gang."

He worked the Rio Grande rails and ties through the mountain country of Colorado, through Tennessee Pass and in the vicinity of Leadville and Malta for more than a year. His boss was Bob Morse III.

### BERNARD FOLLOWED

When Morse abandoned the railroad business to become a big wheel in the Foundation Company, something like an early day Six Companies in the construction business, Bernard followed him to the Richest Hill on Earth, Butte with its copper mines in Montana.

He was there to aid in sinking something special in the way of a mine shaft until 1920 when the Foundation Company received a contract for construction of a plant building at Richmond, on the East Bay, and Bernard eventually arrived home.

Unsettled conditions that followed the end of the First World War resulted in the abandonment of the plant project. He found himself out of the construction business along with a goodly number of other individuals.

### LANDED ON HIS FEET

With the rug pulled out from under him, he gyrated through the air for a short time and landed on his feet with the Southern Pacific Railroad Company. He went to work for the legal department and took a crew out to revalue the company property and prospects, a bit of balance sheet work required for the establishment of new tariffs, suggested by Congressional action.

Bernard headed a team of 14 valuation engineers, each one equipped with brain, pencil, note book and Model T Ford. They checked the values of property two blocks on each side of the right-of-way of the railroad in areas that had the status of incorporated villages and towns. When the crew worked through a town beyond the city limits, the territory to be covered extended two miles on each side of the right-of-way.

Eventually that job was concluded to the satisfaction of everyone concerned and Bernard tried another phase of the transportation business.



He became general passenger manager for the White Flyer Line, operating between San Francisco and San Pedro via the Pacific Ocean. Two of the fondly remembered vessels of the line were the Humboldt and the San Joaquin.

"We were the first to originate door to door delivery for freight," he says. "Trucks picked up the consignments at the door step, delivered them to the ships, the ships delivered them to port, and trucks took them from the dock to the final destination."

This method now is standard operating procedure for the large carriers. By 1925 Bernard was ready to open his own offices and did so at 315 Montgomery Street as the fiscal agent for the Pickwick Stages that was spinning a web of routes across the United States from coast to coast in the era of booming truck and bus expansion.

He sold the stock for funds necessary to finance the expansion in the Western States and from there went,

(Continued on next page)

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MARKET STREET  
AT EIGHTH

Karl C. Weber, President & General Manager

## CLAY BERNARD

(Continued from page 5)

quite naturally, into the general brokerage business. The next thing he knew he was a great big airline operator.

The name of the organization was the Capital Airlines that was to be known as West Coast Air Transport, operating from Seattle and Portland to San Francisco. There the planes flew the banner of Pickwick Airlines to Los Angeles and Mexico City.

## ERAS SIMILAR

A review of the tariffs, schedules, and general sales effort of this airline of twenty-five years ago indicates air transportation today is not a great deal different. The modern operators only think so because the planes are a bit bigger and a bit swifter.

Bernard's company operated three-engine Buach planes that flew the distances between Seattle and San Francisco in five hours, only a few minutes longer than the present schedules require. Each plane carried eight passengers, a pilot and a co-pilot. They operated without benefit of radio or beams or other electronic devices now found most helpful by the airlines. Their schedule reliability was just about the same as the airlines now provide.

## COMPANY PLANNED

The company planned 40-passenger plus planes with two levels in the fuselage for future use. The compartments were to be completed with buffet and cocktail lounge—just like the Boeing Stratocruiser that recently went into commercial airline service—hardly a "first" in the light of historical fact.

The slogan for the salesmen was based on the three cardinal principles of modern airline travel:

"Safety, economy in time, and luxury."

The fare in the old days from Seattle to San Francisco was \$55. Now the charge is \$48.88, including the assessment of the ten per cent federal transportation tax, another holdover from the days when the nation was involved in a great emergency.

Base for the San Francisco operation was at the old Mills Field, now grown at the cost of \$47,000,000 of the taxpayers money to what is designated as San Francisco International Airport where the parking lot income—and a small lot it is—is almost as great as all the money collected from the airlines in the way of landing fees.

## ARRIVALS DELAYED

Sometimes the arrivals in the Bay Region were a bit delayed.

"We used to land at Medford and telephone San Francisco to learn if the weather was okay to come in," recalls Bernard. "Now the boys save time by using the radio."

The stock market crash wiped out the airline and Bernard took an assignment that carried him to the Orient for almost year. In 1933 he returned and was associated for a period with

that currently widely known individual, Arthur Samish, the people's friend or interest's lobbyist, depending on what are your desires during the Sacramento legislative session.

After a spell as an attache at the legislature, Bernard became assistant to the general manager of the Golden Gate Bridge and Highway District, working under James Reed. His responsibilities were the commercial division and public relations and the shepherding of the necessary bills through the legislature.

He practically followed the construction of the Bridge by taking a picture of every rivet driven and each piece of steel swung into place, each foot of cable woven from hundreds of strands of wire. The community and the world was well aware of how construction was progressing.

## JOB COMPLETED

But, like all good things, the job finally was completed, and Bernard again tried the shipping business, being associated with the old River Lines that plyed the Bay and the Sacramento River between San Francisco and Sacramento with the oft-remembered Delta Queen and Delta King.

Later he returned to the Southern Pacific for a spell, handled public relations for the Greyhound Bus Company during the abandonment of the commuter train service in Marin county

and transfer of the loads to the highway—and the Golden Gate Bridge.

When that job was completed, he devoted his energy to the direction of political campaigns, at which he was not an amateur, having learned the business in Sacramento and by having a major share in the conduct of several gubernatorial campaigns.

## ONE PRODUCT

One of the products of his work of this era was the creation of George Reilly, now president of the State Board of Equalization and one of the region's most potent politicians who could be known as the man who would like to be Mayor of San Francisco.

It was during his work for the Golden Gate Bridge and Highway District and immediately thereafter that Bernard suggested and helped bring to fruition San Francisco's International Golden Gate Expositions of 1939 and 1940. During both the years he was vice chairman in charge of the promotion and with Howard Freeman, public relations man, and Ted Huggins of the Standard Oil Company, sparked the continuance of the fair.

His professional work is but one phase of Bernard's life. A considerable portion of his time and interest is devoted to his home at No. 5 Kimball Place on the side of Nob Hill. There he lives with his charming wife, Susan, in a house constructed by Tycoon James Flood at a temporary residence to sit out the 1906 fire reconstruction period. It is a small, compact residence that seems a bit common-

place until one notices the Chinese of the outside trim and then is fortunate enough to be admitted.

The interior decorations—all installed by the hands of the two students—are interesting and intriguing. The living room is compact, well finished and decorated with items include Mexican sombreros for chandeliers.

The bedroom is decorated according to the style of the Louis era of France, the kitchen is Tahitian, and the bathroom done in a Mexican motif. There is a full basement rumpus room floor with brilliant red cement. In the backyard garden there is an old burning railroad coach stove for a barbecue pit, surrounded by a fragrant green growth that is known as "bears." It does not require mowing the summer time.

## SKILLED PIANIST

One of the highlights of the living room is a baby grand that he plays with almost concert skill.

"My mother wanted me to be a concert pianist," he says to expound his skill in the rendition of Brahms and Chopin.

Bernard is one of those citizens of San Francisco whose activities in business and in living already spans an era of San Francisco's progress.

His work, both in politics and business, and in the art of home cultured living, has brought not only benefits to all citizens of San Francisco but individual gratefulness. Either is no mean achievement in day and age.

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to participate in its*

## Christmas Treasure Plan

*for 1950*

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# Let's Make 1950 Safest Year!

By **IVER C. LARSEN, Manager**

**San Francisco Chapter National Safety Council**

IT IS ESTIMATED that throughout the nation a total of 400,000 lives have been saved as a result of the accident prevention activities of the National Safety Council since the formation of the Council in 1913.

The record of the Council on the National scale is reflected in the progress made in San Francisco by the local Chapter of the parent body. Here, the accidental death record has steadily dropped from 649 in 1945, when the San Francisco Chapter, National Safety Council was organized, to 440 in 1949.

In every phase of accident prevention activities: home, traffic, industrial, public, the number of tragedies and the number of victims has continually declined.

It is interesting to a San Franciscan to note that back in 1924—when the population of the city was approximately 560,000 and traffic conditions were far less congested (registration in 1924 was 105,000 compared to 400,000 today) and less hazardous than they are today—the death toll in the city was 103. During that same year school age children in the city were killed in traffic mishaps. Only twice in the following years did the traffic death toll fall below the 100 mark (99 in 1924 and 85 in 1942).

## TRAFFIC DEATHS DROP

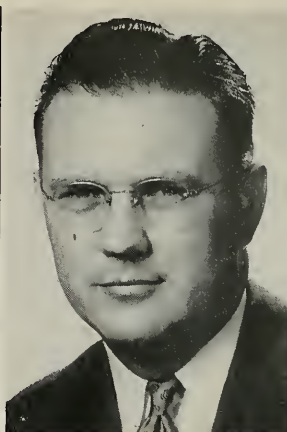
In 1946, after the first full year of Chapter activity here, the traffic death toll had dropped from 147 to 88. The following year marked the first time in the modern traffic history of the city that deaths totaled less than 100. Again in 1948 the traffic deaths were reduced and the mark of 84 was the lowest ever recorded. And in 1949

with the population at approximately 875,000, with more autos than ever before on the streets of the city, the death rate dropped to an unprecedented low of 52—just half as much as in 1924, a quarter of a century ago.

## PROGRESS CREDITED

The progressive drop in the traffic accident fatality picture is credited by responsible safety authorities here and in the National headquarters to the over-all and continuing educational program that has been conducted for four years by the local Safety Council, with the cooperation of press, radio and advertising firms; to the alert and carefully conducted enforcement program of the traffic division of the San Francisco police department; and to the constant progress and improvement made by the Traffic Engineering experts of the city.

Without this unified and modernized program on all phases of traffic activity, there is little doubt but that the death score today would exceed and possibly double that of 25 years ago.



**IVER C. LARSEN, Manager**

**San Francisco Chapter National Safety Council**

More and more, people are asking, "What is the National Safety Council?"

The answer to this question is important to the lives of those who live in every American community.

The National Safety Council, the principal agency charged with the responsibility for educating the American public so that needless and careless accidents can be prevented, is a non-commercial, non-profit association that often has been termed "the hub of the safety movement in this nation." Its purpose is to reduce the number and severity of accidents of all kinds by serving as a national clearing house to gather and distribute information concerning accident causes and the means of preventing them. Through its national, state and local units it carries on a continuing unified program of preventive education that reaches every phase of the public.

## SCHOOL PROGRAM

In San Francisco, as in many other large cities, the schools are furnished with "Safety Lesson Unit Outlines" by the local Chapter of the Council. Almost every principal of elementary schools here has written to the Chapter lauding the materials for their outstanding value in the teaching of safety education. This teaching does much to instill a life-long "safety consciousness" in the children who receive it. The Council long has contended that the teaching of accident prevention and precaution in our schools was a definite "must." The loss of approximately 100,000 lives a year in, for the most part, needless accidents of preventable nature, reflected on the lack of safety education by most of our adults and child population. The reduced deaths and injuries suffered by children of school age in recent years is a definite and conclusive proof that organized and

regular preventive education pays off.

## PUBLIC EDUCATION

The public education program continually carried on by the local Chapter is conducted in an organized and exacting manner. Every radio station in the city receives a large number of bi-monthly spot announcements—ranging all the way from 10 seconds up to 1 minute—telling about the most prevalent traffic hazards during a particular season. The amount of air time granted to safety messages is greater than that allotted to any other public service by almost every local radio station. Some of the stations have been nationally cited for their outstanding effort in this field.

A regularly established procedure for sending out press releases on the current problems facing traffic at any given time has been successfully followed by the local Safety Council and every San Francisco daily and weekly newspaper has participated in this life saving effort by printing a very large percentage of them.

Of great importance is the dissemination of safety messages has been the constant donation of car card space on street cars and buses for the display of posters. Hundreds of large billboards have been donated by the outdoor advertising firms during the past four years for the display of safety messages. Most of the messages and art work have been donated by various advertising agencies of the city.

## WHO SUPPORTS IT?

The local Safety Council gets no funds from the city, state or federal



**LESTER DIVINE, Chief**

**Oakland Police Department**

**Has Brilliant Safety Record**

government at the present time except for membership dues and purchases of materials—the same as any private organization pays. All of the money used for public, school, traffic and home safety education is raised annually by public subscription during the Green Cross Fund Drive, in May. The money raised during the past four years has amounted to between \$30,000 and \$40,000 annually. It is felt by many volunteer civic and industrial leaders that a sum twice this large would allow for expansions into fields other than those

(Continued on page 12)



**STANDARD WINS 1948 SAFETY AWARD**

Who shows: left, Pres. T. S. Petersen of Standard Oil Company of California; center, R. A. Pike, Safety Council head; right, R. E. Donovan, Standard's Chief Safety Engineer.

## BAY AREA BRIEFS

Prentiss Cobb Hale, Jr., has been appointed a director of the San Francisco Community Chest according to Adrien J. Falk, Chest president. Hale will replace Francis S. Bacr, now a resident of New York. \* \* \* Joseph I. McNamara, well known San Francisco attorney has been appointed a deputy of the staff of Public Defender Gerald J. Kenny of San Francisco. McNamara is an alumnus of USF. \* \* \* G. S. Borden of Standard Oil Company of California has been elected president of the San Francisco chapter, Tax Executives Institute. Other new officers for 1950 are: T. B. Magruder, Southern Pacific Company, vice president; R. G. Trevorrow, Pacific Coast Aggregates, Inc., treasurer, and Whitney B. Sanders, Crown Zellerbach Corporation, secretary.

### KAISER STEEL CORP.

F. M. Rich, vice president in charge of operations for Kaiser Steel Corporation, has transferred his headquarters from Oakland to the mill at Fontana. \* \* \* Officers of the Oakland Naval Supply Center and the Port of Oakland welcomed Undersecretary of the Navy Dan A. Kimball to the east bay area December 28. Secretary Kimball discussed operations of the Oakland Naval Supply Center, and was welcomed on behalf of the Oakland Board of Port Commissioners by A. H. Abel, Port Manager and Chief Engineer of the Port of Oakland, and president of the American Association of Port Authorities. \* \* \* "The Tribesman" a DC-3 airliner, left the Oakland Municipal Airport December 29 for the jungles of South America with a group of missionaries who will minister to remote tribesmen and teach them Christianity. \* \* \* Western Merchandise Exhibitors Association announces Spring Show dates as follows: Civic Auditorium, San Francisco, February 5 through 9; Portland, Portland Hotel, February 12-15; Seattle, Olympic Hotel, February 19 through 23. Shows are managed by Kay Leber, Director of Trade Shows, at 1355 Market Street, San Francisco. All three shows will embrace Housewares, Stationery, Jewelry, Toys, Lamps and Gifts, as well as decorative accessories.

### S. F. POLICE DEPT.

San Francisco Police Department has a new unit in the inspector's bureau—the homicide and gangster division. It will be composed of the present homicide detail, plus two inspectors whose major duties will be to compile information on organized crime. Inspector Frank Ahern will head the group. \* \* \* Judge Edward P. Jackson, Concord justice of the peace, who died recently, was one of the best known officials of Contra Costa county having served in the justice office for the past 40 years. \* \* \* Contra Costa Supervisors will

conduct business hours on Mondays from 9 a.m. to 6 p.m. during 1950. The starting time will be one hour earlier than the former starting time.

Superior Judge Milton Sapiro of San Francisco has sworn in Mrs. E. S. Heller as ninth member of the San Francisco Juvenile Probation Committee. Widow of the late E. S. Heller, attorney and financier, Mrs. Heller has long been noted as an outstanding philanthropist. She is a director of Children's Hospital, and a director of UC's International House. She was active in war years in the American Women's Voluntary Services and has made numerous bequests to charities and to the city's cultural activities. \* \* \* Application for admission to the 1950 Fall term of the School of Jurisprudence on the Berkeley campus of the University of California must be filed at the school not later than May 1, Dean William L. Prosser has announced. \* \* \* Norris E. Dodd, director general of the United Nations' Food and Agricultural Organization, will discuss California's relationship to world food markets, Tuesday, January 17, at a special luncheon meeting in the Fairmont Hotel, San Francisco. The meeting is jointly sponsored by the agricultural committees of the Oakland Chamber of Commerce, San Francisco Chamber of Commerce and California State Chamber of Commerce, plus the world trade committees of San Francisco and Oakland chambers.

### YOUTH CENTER

In advance of the opening about July 1 of the San Francisco New Youth Guidance Center on Twin Peaks, juvenile authorities have worked out a method of detention for youths 16 to 18 years old that will sidetrack the objectionable "tank" at City Prison, according to George Ososke, chief probation officer for the Juvenile Court.

For the next six months, he said, juvenile delinquents who cannot be accommodated at 150 Otis St., or who require extra security measures, will be taken to available quarters at the county jail in San Bruno. Only those picked up at night, when no transportation is available, will continue to be accommodated briefly at City Prison here.

Reginald C. Cushine, regional sales manager at San Francisco for Minneapolis-Honeywell Regulator Co., has been appointed Bay Area branch manager. Other personnel changes move C. L. Peterson, Pacific sales manager headquartered in San Francisco, to the firm's Chicago office, Gavin S. Youngkin succeeds Mr. Peterson.

The Redwood Empire Association asked federal lawmakers representing Redwood Empire counties in California and Oregon to work for appropriation of more than a billion

(Continued on page 21)



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# Life Begins at Forty Proclaimed by Western Pacific as Historic Birthday Celebrated

(SPECIAL FOR CITY-COUNTY RECORD)

THE WESTERN PACIFIC RAILROAD celebrated its fortieth anniversary on November 1st with colorful pagentry in a most impressive natural setting. The last spike in the railroad, back in 1909, was driven on the high steel bridge across Spanish Creek in the Feather River canyon. So back to the same spot considerably changed through the years, went W.P. officials and their party to drive a ruby spike and proclaim that "Life Begins at Forty."

Where there was one bridge in 1909 there are now two, forming a "Y" as the Northern California Extension completed in 1931 takes off here. These spans, high above the canyon, were the stage. The overlooking highway, opened off by the State Highway Patrol, was the "grandstand" where a crowd of 1500 watched the program, all business houses in nearby Quincy remained closed for the occasion. The orchestra pit was the canyon below the bridge and here the massed bands from the three Plumas County high

schools, resplendent in plumed uniforms, furnished music for the occasion.

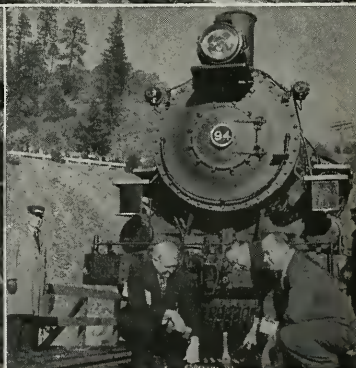
Nothing similar took place when the last spike was driven. To the two track gangs from east and west that met on Spanish Creek bridge and paused in their labors while foreman Leonard Tomasso picked up a spike maul, spat

on his hands, and drove home an ordinary iron spike, the occasion had little meaning other than another job well done. They did post for a picture as Oroville's photographer Hogan had resolved not to let the last spike go unrecorded and had haunted the construction camp for weeks. And Mrs. M. J. Hogan of nearby Quincy, who sold vegetables to the Hindoos working on the line, drove over in her buggy with her two little daughters and a friend. The men yelled "hooray," the women kissed each other, perhaps the hos enighed—that's all that happened.

It was the complete lack of fanfare at this historic time that prompted the

Ruby Spike ceremonies. Leonard Tomasso, now in his seventies, would do the driving again. The railroad had dug him out of retirement and presented him with a silver spike maul at the Chicago Railroad Fair particularly for this occasion.

Out on the bridge, near the center of the Y a decorated reviewing stand had been set up, and loudspeakers installed to carry the program to the crowds on the highway and all around the overlooking hills. Two locomotives waited under steam at the abutments of two legs of the Y, old No. 94, that pulled the first passenger train down the Feather River canyon, (Continued on page 10)



UPPER LEFT: Historic picture taken on November 1, 1909 showing Leonard Tomasso (far right) after he had driven the final spike connecting the rails of the Western Pacific. UPPER CENTER: President Frederic B. Whitman of Western Pacific cuts a piece of Ruby Jubilee Birthday cake for Mr. Tomasso aboard the Ruby Spike special, returning from Keddies. UPPER RIGHT: Mr. Tomasso wields the silver maul as he drives home the Ruby Spike in the same spot he drove the last spike connecting the Western Pacific rails forty years ago.

ABOVE LEFT: Western Pacific President Whitman receives a piece of Ruby Jubilee Birthday Cake from chief cook Hancock aboard Ruby Spike special.

ABOVE CENTER: Smoke mingles with steam as the old and new trains meet on the Spanish Creek bridge for the Western Pacific's Ruby Jubilee. Woodburning "Jupiter" fresh from Chicago's Railroad Fair shown at left, with modern vista-domed Zephyr in center and at right old No. 94 which pulled the first WP passenger train down the canyon on August 22, 1910.

ABOVE RIGHT: In front of pilot of old No. 94, Mr. Tomasso (center) drives home the Ruby Spike commemorating the day forty years before he drove the last spike connecting the Western Pacific rails in the same place, Spanish Creek bridge in the Feather River canyon near Keddies. Watching the proceedings are (left) Western Pacific President Whitman and (right) Senator William F. Knowland.

**WESTERN PACIFIC ANNIVERSARY**

(Continued from page 9)

restored and refurbished for the occasion, and the brass-bound wood-burner "Jupiter" fresh from the Meeting of the Rails scene at the Chicago Railroad Fair.

The third leg was reserved for the California Zephyr en route from Chicago for Western Pacific was confident enough of its operations to hang the production of a gigantic spectacle on the scheduled arrival of an overlaid train. And, on time to the second the streamliner poked her silver and orange nose around the bend with a blast from her low pitched air horn. Gleaming in the early morning sun, she braked smoothly and stopped just clear of the abutment, and even with the "Jupiter."

**MASSED BANDS**

Down in the canyon the massed bands played the National Anthem while on the bridge Miss Plumas (Ann Donnewirth) slowly raised the Stars and Stripes above the gathering. There was an instant's pause—then suddenly a large red flare soared into the sky, burst and sloily fell. It was the signal for the three engines, each the pride of its era, to converge slowly toward the speakers' platform, bells ringing gaily, until they stood almost pilot to pilot.

Aboard the antique coach, pulled by the Jupiter, were Mrs. Hogan and her daughter in their costumes of 1909. They had been there at the driving of the last spike and now would see the re-enactment.

Brief introductions were made by the master of ceremonies, there were a few words from Stan Bailey, president of the Plumas County Chamber of Commerce, Senator William F. Knowland, and President Frederic B. Whitman of W.P. Then it was time for the main event—the driving of the Ruby Spike.

**HUSHED SILENCE**

While a hushed silence hung over the entire countryside, Leonard Tomasso, husky and active for his years was introduced. While Whitman knelt and carefully placed the spike in position, Tomasso bandished his silver spike maul, the announcer moved forward with his microphone to catch the sound for the radio. Not a leaf stirred as Tomasso swung and the sound carried far and near, followed by long blasts from the three locomotive whistles. Bells rang loudly, the crowds chered, and the bands played while Tomasso grined broadly. The Ruby Spike was driven!

But the celebration was not yet over. The Plumas County Chamber of Commerce were hosts to the visitors at a country style breakfast served at Quincy Hotel, seven miles away. Here Senator Knowland spoke on the great role Western railroads play today in the growing Pacific Coast. "The Western Pacific," said Knowland, "has

made a tremendous contribution in the development of the West."

Western Pacific has indeed an interesting history for a transcontinental railway through the Feather River canyon was a dream that dated back to the early sixties. Most of the dreaming was done by Arthur W. Keddie, a Scotch surveyor who settled in Quincy in the early days. Employed to locate a wagon road down the North Fork of the Feather River, he was impressed by the scarcity of snow and the possibilities of an easy railroad grade across the Sierras. Thenceforth, he devoted his life to the prospect.

Keddie managed to interest several important men: Harpending of diamond hoax fame, General Rosecrans, and others. Companies were formed, and one, the Oroville and Virginia City Railroad, actually started construction in 1869. But funds were possible for only one Pacific railroad at that time and C. P. Huntington, one of the Big Four promoting it, laughed the surveyor out of his office with the remark "no man will ever be fool enough to build a railroad through that canyon."

**YEARS PASSED**

The sixties and seventies and the eighties passed. During the nineties it looked as if Keddie's dream might come true. Jay Gould had acquired the Denver and Rio Grande and talked of extending it to the Pacific Coast. The Union Pacific, however, induced him not to. But when Harriman acquired the Union Pacific and picked up control of the S.P. too he closed the Utah gateway to the traffic of the D&RG. George Gould, Jay's son, whose ambition was to have his own rails from coast to coast and already had them from Buffalo to Salt Lake City, immediately undertook the construction of a line from Salt Lake to San Francisco.

The Western Pacific Railway was incorporated in March, 1903, to proceed up the North Fork of the Feather River and cross the Sierras via Beckwourth Pass. Its \$50,000,000 bond issue was guaranteed by Gould's Rio Grande with the stipulation that grades on the W.P. could not exceed 1% of curves 10 degrees.

**COSTLY JOB**

These restrictions meant costly construction but gave the Western Pacific the superior line it has today. Construction got under way in the Fall of 1905. Nature and pre-existing railroads introduced some obstacles but the east- and westbound track gangs met on Spanish Creek bridge near Keddie on November 1, 1909. Here Leonard Tomasso, the foreman, drove the last spike sans ceremony or any audience, except his workmen, two women and a little girl.

Regular passenger service commenced on August 22, 1910 with the tumultuous welcome in Oakland of the

(Continued on next page)

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first through passenger train. It had received royal greetings all along the line and 68 year old Keddie almost wept when he spoke from the courthouse steps in Quincy.

Traffic agreements had been signed with the Pacific Steamship Company, the Santa Fe, and a Japanese navigation company which gave the new railroad access to all coastal cities and the Orient.

Following a short reorganization in 1916 the company emerged as the Western Pacific Railroad. In the mid-1900's control was acquired by Arthur Hays Sulzberger, last of the great railroad builders. James instituted an ambitious improvement program, forging a 200-mile link with the Great Northern to mark the completion of which he drove a golden spike at Bieber, California on November 10, 1931.

The Western Pacific now is forty years old—half as old as transcontinental rail transport itself. During these four decades it has had its ups and downs—as have most railroads. But now, its heavy steel trains run along Keddie's superior alignment protected by Centralized Traffic Control, and thundering as diesel-powered engines and the vista-dome California Zephyr, America's most glamorous train, Western Pacific feels it can take a moment's pause to quote: "Life begins at Forty."

Last act in the W.P. Ruby Jubilee set for August 22, 1950, anniversary of the arrival of the first through passenger train in Oakland. A large pageant is planned to mark this occasion.

## Phil S. Davies New Director G. G. Bridge

PHIL S. DAVIES, recently elected as a Director of the Golden Gate Bridge and Highway District, was appointed by unanimous vote of the San Francisco supervisors to succeed the late Congressman Richard J. Welch.



PHIL S. DAVIES

Davies headed the Democratic delegation that cast California's electoral votes for President Roosevelt's third term in 1940 and was a director of the Golden Gate International Exposition and a wartime director of the Civilian Production Administration of Northern California.

Only last October he and Walter E. Buck, a director of the Matson Navigation Company and The San Francisco Bank, initiated peace conferences that led to settlement of the Hawaiian maritime strike.

He is a member of the Olympic Club, Commonwealth, Press and Commercial Clubs and Islam Temple of the Shrine.

Mr. Davies was born in Waterloo, Wisconsin and is a son of Dr. George W. Davies. He is a cousin of Joseph E. Davies, former Ambassador to Russia.

For the past fifteen years he has been associated with the San Francisco Bank as Director of Public Relations.

## Mental Health Mission

Dr. Merrill Elliott, psychologist and director of research of the Oakland School Department, will discuss "Aptitude Testing" at a meeting of the San Francisco Chapter of the Mental Health Society at Roosevelt Junior High School.

## Contra Costa Doctors To Install Bolender

Dr. Melvin C. Bolender was installed as the president of the Contra



**TOP LEFT:** Beautiful California Zephyr resumes run at conclusion of ceremonies on Spanish Creek Bridge in Feather River canyon. **TOP RIGHT:** Standing on platform following driving of Ruby Spike are (left to right) Frederic B. Whitman, president of Western Pacific; Gene Harrington of Harrington, Whitney, and Hurst of San Francisco; U. S. Senator William F. Knowland; Harry C. Munson, WP Vice President and General Manager; and Bill Lane of Sunset Magazine. **ABOVE LEFT:** Venerable "Jupiter" awaits her turn in Ruby Spike ceremonies. **RIGHT:** California Zephyr, WP's up-to-the-minute vista-dome train received plaudits of all attending ceremonies for appearance and appointments that leave nothing to be desired.

Costa County Medical Society recently succeeding Dr. George Husser.

Other officers installed at the meeting were Dr. Bernard B. Gadwood, who succeeds Dr. Melvin C. Bolender as vice president, and Dr. R. R. Pinger, who is Dr. Gadwood's successor as secretary.

## William J. Buchanan Of Pittsburg

William J. Buchanan, Contra Costa Supervisor has been elected chairman of the board for his 30th consecutive year. Buchanan, who celebrated his 82nd birthday last September 11, is now starting his 46th year as a board member. He was first elected in 1904.

Retiring only last year from the department store business in Pittsburg, he is the oldest elected official in California from a standpoint of years in service—a record which is believed to include the entire United States.

He was born in Pittsburg, then known as New York Landing, on September 11, 1867. The settlement at

that time had a population of 500 persons and depended largely on the nearby coal mining communities now ghost towns, of Nortonville and Somerville.

He established Buchanan's department store in Pittsburg September 2, 1896, and only last February announced his retirement from that line of endeavor in order to devote "full time" to his job as supervisor.

## S. F. Court Changes

Superior Judge William F. Traverso has been selected Presiding Judge of San Francisco Superior Courts, succeeding Superior Judge Melvyn I. Cronin.

He said that Maurice Cronin, veteran clerk to the presiding judge, will continue as his assignment clerk. Other members of his staff are J. Henry Bastein, clerk; S. A. Dewing, official reporter, and George F. Cammas, bailiff.

Dewing and Cammas will, as customary, be assigned as reporter and bailiff to the grand jury.

# East Bay Municipal Utility District Men Prove It Is Possible



## LET'S MAKE 1950 SAFE

(Continued from page 7)

of traffic, school and public. The home, long the leader as a cause of accidental deaths here as in other large cities, has been neglected to a large extent and the fatality rate has been only slightly reduced. Proper expansion into this field, with sufficient funds to carry on an extensive and continuing campaign—rather than spasmodic drives—will, it is felt, bring about an effective and surprising reduction in home deaths due to accidents.

The Chapter is made up of members among organizations, companies and individuals who are interested enough in the safety of those who live here to contribute to the program. Leading citizens have chosen to serve on the board of directors and executive committee and they, to a large extent, de-

termine the policy and operation of the Safety Council.

### LOCAL SAFETY LEADERS

Mr. Henry E. North, past president of the San Francisco Chamber of Commerce, and vice-president of the Metropolitan Life Insurance Company, was the first local Safety Council president. He was followed by Mr. Baxter F. Ball, Northern California manager of the General Petroleum Company, and Mr. Reynolds J. Barbieri, vice-president of the Bank of America, is the present leader of the safety organization.

The professional staff of the Council works under the direct supervision of the manager, who, in turn, is responsible to the Executive Committee. Various staff activities deal with traffic,

home, school, industrial, and public safety education. Other departments are responsible for public information, membership extension, field work, and statistical research. The headquarters of the National Safety Council maintains the largest safety library in the world and all information is available on every known hazard to local Chapters of the Council.

Public acceptance of the lessons broadcast by radio, press and billboard board; greater cooperation and understanding of enforcement problems faced by police authorities; and the concerted effort toward relieving the congestion of over-populated streets by police and by the engineering section of the great "3-E" team of "Education, Enforcement and Engineering," has brought a period of comparative safety to the streets of San Francisco. Every effort is being made by each of

the three members of the team to bring the fatality toll in traffic below the 50 mark—and keep it there. It can and it will be done!

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Giving credit where credit is due, the CITY-COUNTY RECORD is proud to show some of the safe drivers of the East Bay Municipal Utility District—men who have operated District cars and trucks since 1945 without accident of any kind. They have been awarded safe driving certificates by the District Management. (1) John S. Longwell is seen presenting the certificate to Ed McDonald, Mokelumne Division. (2) Jack Fracchia, Lou Farrell and Jack Ferrero. (3) Henry Shebelut, Tom Calufield and Joe Orrante. (4) Richmond is represented by eight safe drivers in this group. (5) Earl Elgard, Jack Ramsey and Attilio Transano. (6) Harold Conrad, Jack Ferrero and Gabriel Gonsalves. (7) Meter readers are in it too—Dave "Dock" Barry, John Cammack, "Brownie" Brownell and Fred Foxcroft. (8) Roy McQuarry, Pedro Bof and Art Ybarra. (9) George Curtis and Fred Kitchen.

The RECORD congratulates these utility district employees for their splendid performance in the cause of safety.

## DIM THOSE LIGHTS AT NIGHT

**"F**OR YOUR own safety: Dim those lights at night!"

"Blinding an oncoming driver with your headlights is one of the most foolish and unnecessary things a motorist can do," asserts Iver C. Larson, manager of the San Francisco Chapter of the National Safety Council.

Larson charged that too many motorists violate the law which requires motorists to dim their lights while passing another vehicle. Failure to do so not only is a violation of the traffic law it also is a violation of the code of decency and good manners, he stated.

Larson gave the following pointers for safer—and more courteous—use of headlights and dimmers:

1. Dim lights well ahead when meeting a car on a level road.
  2. Dim before a car approaching over a rise or around a bend catches the full force of your bright lights.
  3. Dim when overtaking another vehicle to avoid blinding the driver through the reflection from his rear view mirror.
  4. Use city beam (dimmers) when driving on heavily traveled two-lane highways and in lighted areas of communities.
  5. Check the level and aim of your headlights frequently and see that they are correctly beamed.
- The safety council official reminded: "You are threatening your own life when you fail to lower your headlights for an approaching car. Even a split second of light blindness could result in a fatal tragedy."

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## Dr. Bender Heads Medical Society

Dr. William L. Bender has been elected new president of the San Francisco Medical Society in the group's first contested election in years.

He succeeds incumbent President Ivan L. Heron. Dr. M. Laurence Montgomery was his opponent in the election.

An outspoken proponent of voluntary health insurance as opposed to socialized medicine, Dr. Bender has been a member of the Medical Society for more than 25 years. He is a doctor of internal medicine and clinical in-

structor of medicine at UC Medical School. He is a member of the society board of directors and served as its delegate to the California Medical Association, parent body of the group.

He has served as chairman of the society's health and hospital committees, and was first president of the California Society of Internal Medicine.

Other new officers elected recently: First vice president, Dr. Grace M. Talbot; second vice president, Dr. Emile D. Torre; secretary-treasurer, Dr. Allen T. Hinman; librarian, Dr. J. Marion Read.

Dr. Heron, outgoing president, was

named to the board of directors. Dr. Walter Birnbaum, Dr. Gerson R. Biskind, Dr. Joseph S. McGuinness, Dr. Mary B. Olney, Dr. Francis Rochex and Dr. Helen B. Weyrauch.

## Assessor Wolden Wins "Oscar" for City Rule Wisdom

THE second annual award of the San Francisco City Hall Pressroom, for "wisdom in government," has been given to Assessor Russell L. Wolden.

The presentation was made recently by Ray Leavitt of The Chronicle, dean of the City Hall correspondents, at the opening of the weekly board of supervisors meeting. The winner was

chosen by Mr. Leavitt and Dick Chase of The News, Dick Nolan of The Examiner, and James Goodfellow of The Call-Bulletin.

Mr. Wolden's "oscar" is a bronze owl deskpiece, sculpted by Beniamino Bufano. First winner was Chief. Adm. Officer Thomas A. Brooks.

The assessor was appointed to his office in 1937 by the late Mayor Angelo J. Rossi, and has been re-elected by increasing majorities three times.

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**O'Day Becomes  
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**New Lineup for  
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JUDGE EDWARD F. O'DAY, has taken over as presiding judge of the Superior Court, succeeding Judge Herman A. van der Zee. Judge O'Day will make all court assignments and hear parking violation cases at City Hall's Room 310.

The lineup of judges at the start of the year:

Judge Matthew Brady continues in Traffic Court at Hall of Justice; Judge Alvin Weinberger transfers from Hall of Justice to City Hall to preside at the law and motion and small claims courts; Municipal Judge Eustace Cullinan Jr., sitting at City Hall as a superior judge pro-tem, returns to Hall of Justice; Judge John B. Molinari continues to preside in Women's Court and at the Health Center.

Judge Charles S. Peary will handle general criminal cases at Hall of Justice, with Judge Cullinan. On civil cases at City Hall will be Judges van der Zee, Clarence Morris, Carl H. Allen, Leo Cunningham, John M. Golden and John J. McMahon.

**Conventions  
Drew 187,317 to  
San Francisco  
\$22,129,189 Spent  
At 184 Sessions**

San Francisco played host during 1949 to 184 conventions, whose 187,317 delegates and visitors spent \$22,129,189, the Convention and Tourist Bureau has announced.

All three figures represented substantial increases over their respective 1948 totals, but 1950 will be leaner, W. Lansing Rothschild, bureau president, warned members in his report. In 1948, the city entertained 115,

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450 delegates to 160 conventions, who left \$13,048,389 in cash spent here.

In 1949, conventions delegates spent most of their money for hotel accommodations and incidentals. Purchases in retail stores were second among 11 expenditure classifications, and theatre admissions were lowest, Mr. Rothschild said.

**State Controller Kuchel  
Will Seek Re-election**

State Controller Thomas H. Kuchel recently formally announced he will be a candidate for re-election.

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"I am the auditor of the people's moneys," said Kuchel, "and it is my duty to see that they are spent honestly and legally. I am the guardian of public funds and it is my duty to protect them."

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## RIDGELY CUMMINGS

(Continued from page 4)

door was locked and no one answered when I knocked. I bent and looked through the mail slot. In my limited range of vision there were some half-empty highball glasses and a deck of cards but no human beings. I made a tour of the second floor and found all the offices dark except one large one belonging to the city attorney. There were lights and voices emanating from this one but I reasoned that it would be occupied only by partisans of the city attorney, since the election results were still unknown.

I walked to the balcony overlooking the rotunda and noted that the blackboards were still blank and that the downstairs area was rapidly filling with people. I was joined at the balcony rail by a seedy-looking young man who spoke with an accent. He confided he was a law student and hoped to enter politics. Then he pointed downstairs to a tall man wearing glasses and asked if that were young Roger Lapham. I said no. He pointed to a hatless man with curly black hair and asked if that were George Christopher. I said no. He made some more inaccurate attempts at identification and I left him, realizing that some of the people he thought he recognized must be about the building somewhere.

As I descended the stairs to the main floor I met that eminent journalist William J. Ahern of the San Francisco News. Billy gave me the glad hand and I reciprocated, happy to see a familiar face. "Where are you bound?" I asked.

"To the Registrar's office. Come on along," he said.

We went in the same door guarded by the officer and sergeant. The sergeant recognized Billy and they exchanged grins. He even smiled at me and said "Press again?" I said yes. Instead of going up to the counter where the ballots were handed in, Billy turned through a side door which I hadn't noticed before. I followed him and found myself in a large room swarming with well-dressed men and two or three women.

Billy was immediately waylaid by various handshakers. I spotted the familiar bulk of Gardiner Griffith, editor of the Twin Peaks Sentinel, up at the other end of the room and made my way through the throng toward him. Gardiner was waving some tally sheets around. "Have you seen these?" he asked.

It was a spot tally of the first ten precincts to report out of the city's 1,211 precincts. I studied them over his shoulder and saw that Shelley, Holm, Goodwin, van der Zee and the five incumbent supervisors were running ahead. Gardiner thumped me on the shoulders and shouted above the hubbub:

"A big night. Isn't this wonderful?" "Yes," I agreed with false enthusiasm. Two of my favorites were running behind but after all, I told myself, these were just the ten pre-

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## TRAFFIC TIPS AND QUIPS



cincts nearest the city hall. The story would change when the outlying neighborhoods began reporting.

The movement of the throng carried me to an old-fashioned phone with a crank handle. City Hall Reporter Ray Leavitt was standing by it and I learned it was a direct line to the Chronicle. I asked Ray if he was go-

ing to do a color story on the city hall setup and he said it was an old story ten years ago. I said I'd like to see the back files to see how it was handled in those days because I intended doing one.

Ray's answer was interrupted by the arrival of tally sheets showing returns for 50 precincts. The crowd converged on the reporters, everyone trying to read over their shoulders as they phoned in the count to their offices. I was pushed away from the Chronicle phone and wound up sitting on a table between the Associate Press man and Connie Hitchcock, International News Service newswriter. Fifty precincts showed the candidate in the same relative position as ten with all the incumbents leading.

From my perch on the table could see pretty well what was going on. It was 9:30 p.m. City Treasurer John J. Goodwin's round red face was beaming as he accepted congratulations. The 50 precinct tally shows him leading Thomas P. O'Tool 5,287 to 1,966, and his friends assure him it was in the bag. It was.

Billy McDonnell, chief deputy pulic defender, perched on the table next to me and explained that once a tren

(Continued on next page)



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RIDGELY CUMMINGS

(Continued from page 16)

was established in several ballot tallies it seldom changed. He seemed pleased at the way the votes were going and kept poking me in the ribs with his elbow to underline his remarks until Judge Melvyn Cronin came up to shake hands and take him away.

I looked for familiar faces and saw Assemblyman Thomas Maloney, Max Funke, the Mayor's secretary, Dick Chase of the News, Rufus Klawans, Supervisor John J. Sullivan, Russ Wolden, the assessor, and his deputy, Clarence Dunleavy, and a number of other prominent personalities all bustling around wreathed in smiles.

The count on 140 precincts came in and showed the same candidates leading. Judge Herman van der Zee entered the room and was besieged by well-wishers who assured him he had won. A little later Chester MacPhee got the same reception.

Out of an inner door Bill Cullenward of KCBS entered and began button-holing successful candidates. I learned that a broadcasting booth had been set up in an adjoining booth and the winners were being put on the air.

As the trend on candidates became firmly established, the interest of those assembled in the registrar's office shifted to the balloting on propositions. Only the result on Proposition E, which called for consolidation of park and recreation departments, seemed to upset the spectators. To a man they seemed to be against consolidation and professed their inability to understand why the voters were favoring it.

Throughout the confusion a middle-aged woman calmly made coffee on an electric plate in a corner for the reporters. To her friends she passed out a bonus of potato chips. A statuesque woman with dark eyes and a pheasant feather in her hat stood near the coffee-maker and surveyed the crowd with an ironic smile. From time to time I looked in her direction and not once did I see her exchange a word with anyone or make any effort to learn how the votes were going. I decided she was the bored wife of someone present but had no chance to validate my guess because she was still aloof and alone when I left.

Sometime after ten-thirty the votes on 606 precincts came in. This was the half way mark and represented 131,877 votes. The trend remained the same, with the incumbents increasing their leads, a "yes" vote predominating on all the state propositions except No. 11 which had been faultily drawn, and the voters favoring all city propositions except those giving the supervisors a raise, increasing traffic fines and making a special retirement allowance for one of the city officials.

I made my adieu and left the inner sanctum, intending to go home. But as I passed through the rotunda I saw it was now a beehive of activity. Various acquaintances hailed me and I could fill out another column with names if I were only sure of the spel-

lings. Some were there to see and others to be seen. I spotted several defeated candidates among the crowd, bearing up with good grace, accepting condolences with the same graciousness that had marked the winners in the other room.

It was nearly midnight when I walked down the broad steps. The rain had stopped. Taxicabs were disgorging celebrating parties at the entrance. Lights were on in a number of offices now and I suspected there would be some memorable parties.

Before I turned my back to walk away I took a last look at the dome that Sunny Jim Rolph built, 16 feet higher than the national capitol. It stood dark and brooding, silhouetted against the scudding clouds.

Victor Cappa  
Heads Old  
Organization

Victor E. Cappa, well known San Francisco attorney and 1st vice president of the Columbus Civic Club, of North Beach, has been elected president of the "Amis de la Sorbonne," a newly organized group of alumni, former students and friends of the University of Paris in the Bay Area.

It is expected that the group will consist of several hundred members when the records which are now being compiled are completed.

The Sorbonne, founded nearly 700 years ago, by Robert de Sorbon, has since its foundation played a leading role in the development of western culture.

Are We Noisy?

San Francisco ranks as the nation's sixth noisiest town.

The Van Der Schalle Sound Research Laboratory of Hollywood reports the five cities noisier than San Francisco are Pittsburgh, Chicago, New York, Boston and Philadelphia. After San Francisco comes Cincinnati, Houston, Miami and St. Louis.

And way down at the bottom is a country town known as (you should excuse the expression) Los Angeles.

Harry D. Collier, prominent San Francisco business executive, has been named to the board of directors of the American Cancer Society, California division.

The announcement was made yesterday by Hugh S. Jewett, chairman of the board of directors of the society. Collier served as honorary national vice chairman during the 1949 educational and fund-raising campaign of the ACS.

The new ACS official is chairman of the finance committee of the Standard Oil Company of California. He is also a director of Anglo-California National Bank, Matson Navigation Company, the California State Chamber of Commerce and the American Petroleum Institute, and a consulting professor of business management at Stanford University.

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# WHIT HENRY

(Continued from page 2)

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\* \* \*

**H**OBBIES ARE GREAT things and often profitable, besides. Coin collectors, or numismatists, as they call themselves are in a position to recognize a valuable piece of merchandise that is in everyday circulation. Age alone does not determine the value of a coin; it is the scarcity of a particular coin of a certain date that determines its value. A coin minted during the siege of Jerusalem at

the beginning of the Christian Era has a market value of ten cents, while a strawberry wreath 1793 American penny is easily worth two thousand dollars. Nearly all the gold that was ever minted by the United States Government, with the exception of the rare numismatic items that were excluded from the Gold Act, is now in Government possession at Fort Knox, Kentucky. There are three mints operating at the present time, in San Francisco, Philadelphia, and Denver. Other mints were in Carson City, Nevada, New Orleans, La., Dahlonega, Georgia, and Charlotte, N. C.

A leading dealer and collector of old coins is Harry Cutler, whose office and store is at 311 Grant Avenue, San Francisco. If you have any old coins tucked away in grandfather's desk and you wish to dispose of them take them to Mr. Cutler.

\* \* \*

**A**NOTHER HOBBY that is becoming more and more popular is drawing and painting. Realizing this, John Garth, a celebrated painter who now makes San Francisco his home, is now offering three class study meetings every week in connection with his private school of art, in his Fairmont Hotel studio on Nob Hill. Monday evenings, from 7 to 10, the San Francisco chapter of the Business Men's Art Club holds its regular weekly life class; Tuesday afternoons from 2 to 5, and Tuesday evenings from 7 to 10, there are classes in portrait and figure drawing and painting, open to all sincere artists and students. Charges are nominal; the Business Men's Art Club membership is \$10 a month; the Tuesday afternoon and evening classes are \$2 for 3 hours. Mr. Garth gives sympathetic individual guidance, based on experience. If you are interested, his studio is at 825 Powell St.

\* \* \*

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## Local Communities Unite for Action On U. S. Air Force Academy Site

**A**N INTERIM COMMITTEE composed of representatives from eleven Northern California communities was set up Wednesday, January 11, under auspices of the San Francisco Chamber of Commerce, to coordinate efforts to secure establishment in Northern California of the contemplated \$300,000,000 United States Air Force Academy.

The meeting at which the committee was formed was called by the Chamber of Commerce at the request of Chamber of Commerce executives of the eleven cities, who said they are looking to the San Francisco Chamber for leadership in the project.

Members of the interim committee are: Al Lewis, Santa Rosa; John E. Croul, Jr., Petaluma; Joe Venable, Napa; Don Follett, Oakland; General J. Smith, Livermore; Stanley C. Lowry, Marin County; Mrs. Ione Booth, Contra Costa County; Frank Booth, Marysville; Bruce Cravner, San Jose.

### COMMITTEE

The committee will (1) provide the Government with factual data necessary to the survey soon to be made in this area by a United States Air Force board and (2) exert efforts to demonstrate to the selection board that Northern California and particularly the Bay Area offers advantages as an air force academy location not available elsewhere.

The meeting at which the interim committee was selected was called by the San Francisco Chamber of Commerce after weeks of groundwork studies aimed at coordinating Northern California efforts to secure the academy. Colonel S. S. Tandy, district engineer for the United States Corps of Engineers, was present and outlined the Government's requirements.

Tandy pointed out that current investigation by his committee is preliminary to the on-sight survey by the final selection board headed by Lt. Col. Arthur C. Boudreau, which will examine all proposed sites in the country. Tandy's job, he pointed out, is to submit to this board all possible sites in this particular area, as presented to him by the interim committee formed yesterday.

### SUGGESTION

At Tandy's suggestion, Henry Eickhoff, Jr., chairman of the San Francisco Chamber's Aviation Committee, instructed the interim committee to do the following:

1. Dispatch telegrams to congressional representatives of all the communities represented, saying they have appropriate sites, and urging active support for establishment of the academy in this area.

2. Immediately dispatch the same telegram to Major General James B. Newman, Jr., director of installations offices, Deputy Chief of Staff, Material Headquarters, United States Air Force, Washington, D. C., pointing out obvious advantages and informing him that brochures will follow.

3. Prepare a brochure for each site, including photographs, maps and other



**DON M. FOLLETT, Gen. Mgr.**  
**Oakland Chamber of Commerce**

material, and send to Newman as soon as possible.

Sites to be proposed by the interim committee are as follows:

Oakland: Livermore site, or Naval Air Station.

### SANTA ROSA

Santa Rosa — four possible sites: Area between Petaluma, Santa Rosa and Sebastopol; Navy airport, Cotati airport; Sonoma County airport.

Petaluma: Area near San Antonio Creek or the valley east of Petaluma.

Napa: Area from the four-lane highway between Napa and Vallejo, west to the highway to Solano hills.

Marin County: Area north of Hamilton Field.

San Jose: Moffett Field; other possible sites.

San Mateo: Not decided yet.

Contra Costa County: Moraga near St. Mary's College.

Colonel Tandy said that most of these possible sites have already been examined by his preliminary committee. On January 12, preliminary reports on these areas were submitted, he said.

A further development of the Chamber meeting was the drafting of a letter for signature by Paul A. Bissinger, Chamber president, to Senators William R. Knowland and Sheridan Downey, and Congressmen John P. Shelley and Franck C. Havenner, advising of the Interim Committee's activity and requesting cooperation.

### COMMUNITIES

Other community representatives present at the January 11th meeting, besides those named to the interim committee were: Howard Waldorf, President, Oakland Chamber of Commerce; Fred Bagshaw, President, Board

of Supervisors, San Rafael; Mr. Craver, Santa Clara Chamber of Commerce; Mr. Butler, San Mateo Chamber of Commerce; Mrs. Frank Booth, Brentwood; the President of the Marysville Chamber of Commerce; Mr. Doddismann, Barrett & Hilp.

### County Employees To Attend Conclave

Officers and members of the Contra Costa County Employees' Association are laying plans to attend a regional meeting of the League of County Employees' Associations to be held in Oakland January 27 and 28.

The session, which will be a combination executive committee and regional conclave, is the first of a series planned by the state league for Northern California.

The northern region of the state group takes in the counties of Alameda, Contra Costa, San Francisco, Humboldt, Marin, Sonoma, Santa Clara and San Mateo.

### Chamber to Intall 28th

Final plans have been made by the Rodeo Chamber of Commerce for the installation banquet which will take place Saturday, January 28.

The meeting last week was the first held by the new officers with Alfred Mangiaracina presiding.

A membership drive is being conducted with John Pereira as chairman.

The executive board meetings will be conducted Thursday evening at 7:30 at the Richmond Independent branch office in the Rio Theatre building.

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# Geo. Christopher Heads S. F. Board Of Supervisors

Supervisor George Christopher called for an economy policy in city government on taking office as president of the Board of Supervisors for the next two years. He succeeds J. Joseph Sullivan.

Christopher was elected president after he and four other Supervisors who were re-elected last November 8, were inducted into office for terms of four years.

Presiding Judge William F. Traverso of the Superior Court administered the oath of office to Christopher, Chester MacPhee, Dan Gallagher, Marvin Lewis and Patrick McMurray.

In his inaugural address, the new board president cited the city's \$177,000,000 bonded debt and the annual \$17,500,000 requirement for bond interest and redemption.



GEORGE CHRISTOPHER  
Supervisor  
San Francisco

"It is necessary," said Christopher, "that the board members pay close attention to the city's economy during the next two years."

Christopher made his first move for economy by appointing MacPhee chairman of the Finance Committee.

# New Officials for Club Announced

THE Variety Club of Northern California, a charitable organization composed of members of the motion picture industry, has announced the election of the following officials for 1950:

Ellis W. Levy, chief baker; Nathan Blumenfeld, first assistant chief baker; Kenneth Daily, second assistant chief baker; Al Grubstick, doughguy, and Mel Klein, property master. Cliff Geisman, Gerald Karski, Rotus Harvey, Spencer Leve, Neal East and William Couvert were elected canvassmen.

# Oakland Chamber In New Home

COMPLETELY MOVED IN and operating in high gear, the Oakland Chamber of Commerce is proudly showing visitors around its new, streamlined offices.

The new address is 427 13th Street,

second floor, where the Chamber enjoys Broadway frontage and the advantage of an all-on-one-floor layout.

Climaxing two days of carefully planned moving and arranging, full-scale activity was started in the new home December 11.

# V. W. Pacini Chosen County Contractor Unit Secretary

V. W. Pacini, Pittsburg contractor and real estate man, has been elected secretary-treasurer of the General Contractors Assn. of Contra Costa County at a meeting in El Cerrito.

Pacini succeeds another local resident, Bernard E. Enes, who held the office during the 1949 term.

Heading the group as president is Dair A. Tandy, Richmond builder, while Robert Netherby, Lafayette, was named vice president of the association.

Horace C. Davi, Pittsburg; Milard H. Meyers, Richmond; Harold E. Parker, Martinez, and Rancho Homes Development Co. of Walnut Creek were accepted as new members.

Other appointments include Tandy and Dan Peacock, Jr., national directors of the association; Enes and Pacini, alternate directors for the annual convention and exposition Feb. 19-23 in Chicago. The Pittsburg men requested a delay in accepting the appointment due to pressing business matters.

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## BAY AREA BRIEFS

(Continued from page 8)

dollars for more and better highways for the nation and for inclusion of two important Redwood Empire highways in the Interstate Highway System.

The request was made in behalf of the Association by T. Fred Bagshaw, President of the REA Supervisors Unit, in a letter to all U.S. Senators and Congressmen representing the Empire counties.

## CONTRA COSTA HOUSING

The Contra Costa Housing Authority has requested the Board of Supervisor to pass a resolution asking the U.S. Public Housing Administration to extend for another year the demolition of slum dwelling and substandard homes in the community. Basis for the Authority's request is the fact that there has been no material change in the County's housing situation since the passing of a similar resolution by the Board last year. \* \* \* Dr. W. E. Moser, director of curriculum and guidance at Pittsburg High School has been seated as president of the Pittsburg Kiwanis Club. \* \* \* Completing 26 years of service with the San Francisco Police Department, Inspector James Sunseri has retired at the age of 56. Inspector Sunseri has been in the auto theft detail since 1928 but served earlier in many other details. He was injured during the 1934 water-front rioting.

## RICHMOND'S GARBAGE

Richmond's garbage collection rate has been officially increased from 50 cents to 75 cents per month by a 5 to 2 vote of the Richmond City Council on Tuesday, January 3. \* \* \* Cale Ramey was named as chairman of the board for the Richmond Housing Authority Board of Commissioners at the annual election on January 4. Frank Silva was elected vice chairman. Robert Lee, executive director of the Authority announced that Richmond's share of the in lieu tax fund will amount to \$284,620, approximately \$4,000 less than last year's in lieu taxes. The reduction resulted from the tearing down of a number of housing units within Richmond City limits. El Cerrito's share will be \$7,904. Balance of the fund of \$945,000 in lieu taxes will be distributed to the elementary school district, Richmond High School district, East Bay Water District, Contra Costa Junior College, Stege Sanitary District and Contra Costa County. \* \* \*

## R. E. MITTELSTADT

R. E. Mittelstaedt, of Greenbrae, Marin county has been selected as president of the California Public Utilities Commission for the third successive term by his fellow commissioners. He was formerly president of the Sacramento Municipal Water Company.

John L. Garvanta, life long resident of the Concord area and a graduate of St. Mary's Law School, later the

(Continued on next page)

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**BAY AREA BRIEFS**

(Continued from page 21)

Oakland College of Law, has been appointed as Justice of the Peace by the Contra Costa Board of Supervisors. Garvanta is the successor to the late Edward P. Jackson who died on New Year's day at the age of 59. \* \* \* Walter Laughlin, San Pablo city treasurer reports the sum of \$24,440 in the city treasury at the start of 1950. Chief revenue items for December were: Gasoline in lieu taxes, \$8,667.98; business licenses, \$2,852.50; traffic bail forfeitures, \$2,945; building inspector's fees, \$851.45; and traffic fines, \$663. \* \* \* Sam S. Boyd, Contra Costa treasurer has returned to his duties in the courthouse at Martinez following a rapid recovery from a major operation last month. \* \* \* Bryan A. Wilson, Contra Costa County Superintendent of Schools reports that the cost of operating.. the.. county's.. elementary schools during 1948-49 fiscal year was substantially lower than the average throughout the state. Cost in this county's schools per daily average attendance was \$159.73, as compared to the state average of \$168.44. \* \* \* Bay Area libraries will be well represented at the mid-winter conference of the American Library Association to be held in Chicago Jan. 26-29. Among the group attending from this district are Laurence J. Clarke, San Francisco City Librarian and Peter T. Conny, Librarian for the City of Oakland.

**SANTA FE RAILROAD**

Santa Fe Railroad announces dieselization of through freight service on its valley division between Richmond and Bakersfield, with the exception of branch service out of Fresno and local service. \* \* \* San Francisco Superior Courts handled the biggest volume of business in history in 1949, but have an ever increasing backlog of cases awaiting. Joseph M. Cummins, court secretary, reports. \* \* \* Sidney J. Hester, Assistant Director of Public Works for San Francisco retires on Feb. 1, after 38 years in the city's employ. \* \* \* John J. Gildea, former San Francisco policeman, Navy chief boatswain and for the past three years a state parole officer, has been sworn in as a Federal probation officer. Mr. Gildea was appointed by San Francisco's five Federal judges.

**PITTSBURG HEALTH DEPT.**

Pittsburg Health Department announces that children under school age may now receive a complete physical examination free under a new clinic just established by the department. The infant's clinic, described as one of the most complete in the nation, was set up through the combined efforts of city health officials, hospitals, physicians and technicians. \* \* \* Paul A. Bissinger, new president of the San Francisco Chamber of Commerce said in a statement that the general business outlook for 1950 is good. "Certainly all signs point to good business during the first six months of 1950," he concluded.

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Vol. 17—Nos. 2&3

FEB.-MARCH, 1950

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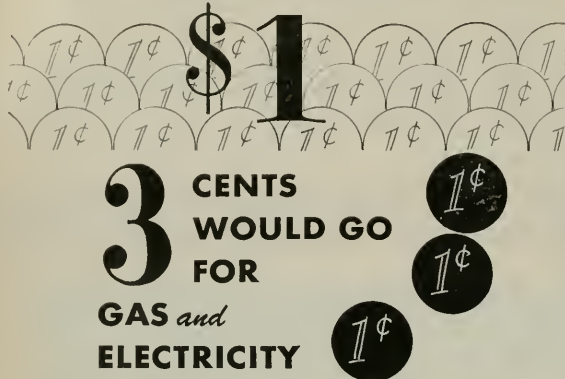
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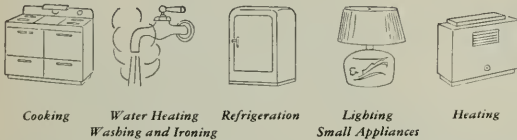
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**VOL. 17—NOS. 2 & 3**

**FEBRUARY, MARCH, 195**

## Around and About

By **WHIT HENRY**

IF YOU LIKE BARBERSHOP HARMONY, and most people do, put a circle around May 20 on your calendar, because on that date the Fred Bun Post of the American Legion will sponsor such a concert at the Veterans Memorial Auditorium at Van Ness and McAllister. Barber shop harmony is becoming more popular every day and all indications are that the house will be a sell-out. If you want to purchase tickets call HEMlock 1-1212 and Ken Allen will be glad to accommodate you. Ken is general chairman of the evening and is assistant to the editor of this paper. The finest quartets in the bay area will perform and they will be under the direction of the Berkeley chapter of the Society for the Preservation and Encouragement of Barber Shop Quartet Singing in America, Inc. An enjoyable evening is assured all those who attend.

\* \* \*

SAN FRANCISCO IS JUSTLY famous for its restaurants; people talk about small ones tucked away in unlikely places and then proceed to go to the larger and better known establishments when dining out. But a small one that serves excellent food is the 311. The 311 is located at 311 Washington Street and for years has been a favorite luncheon spot with the wholesaler food brokers of the neighborhood. One of the partners, Roger Bertola, is also the chef, and he personally supervises all dishes that are served to the customers; for 12 years he has been doing the same thing and all that time he has been making friends for his modest restaurant. A new partner, but old in restaurant business has just associated himself with 311; he is Victor Boisseree and he sees to it that the customers get the best in service. Try the 311 and I'm sure you will think me for giving you a good tip. And the prices are very reasonable too.

\* \* \*

IN BILL LEISER'S COLUMN in the "Chronicle" of a few days ago he mentions the great coaches of sports in answer to an inquiry of a young reader. It is interesting to note that in Mr. Leiser's opinion, coaches of teams in this area are tops, and Bill Leiser is one of the best informed sports editors in America. First of all is Ky Ebright, coach of the University of California's

(Continued on page 18)

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**Business and Civic Leaders on Chamber Committee for World Trade Meet**

**A**PPPOINTMENTS OF 30 SAN FRANCISCO Business and Civic Leaders to the Citizens' Committee for World Trade Week in San Francisco, May 21 to 28, was announced recently by the San Francisco Chamber of Commerce. Members of the Committee are:

Dr. Jose E. Aybar, Dean, San Francisco Consular Corps; Stephen D. Bechtel, president, Bechtel Corporation; Wheelock H. Bingham, president, Macy's San Francisco; Paul A. Bissinger, president, San Francisco Chamber of Commerce; Allard A. Calkins, president, Anglo California National Bank of San Francisco; John B. Condliffe, professor of economics and director, teaching institute of economics, University of California at Berkeley; Leland W. Cutler, chairman, World Trade Center Authority; H. R. Gaither, president, Pacific National Bank of San Francisco; Albert W. Gatov, president, Pacific American Steamship Association; I. W. Hellman, president, Wells Fargo Bank and Union Trust Company; L. M. Giannini, president, Bank of America, N.T. & S.A.; Charles Kendrick, president, Schlage Lock Company; Daniel E. Koshland, chairman, Distribution Committee, the San Francisco Foundation; James K. Lochead, president, American Trust Company; Parker S. Maddux, president, San Francisco Bank; Cyril Magnin, vice president, Joseph Magnin Company, Inc.; Grover A. Magnin, president, I Magnin & Company; Elliott McAllister, president, Bank of California, N.A.; R. S. McConnell, president, Purchasing Agents' Association of Northern California, Inc.; Arthur J. Poole, vice president and treasurer, American President Lines, Ltd.; Elmer E. Robinson, mayor, City of San Francisco; Frank K. Runyan, president, Western Merchandise Mart; J. F. Sullivan, Jr., president, Crocker First National Bank of San Francisco; Mark R. Sullivan, president, Pacific Telephone and Telegraph Company; Walter G. Swanson, vice president and general manager, San Francisco Convention and Tourist Bureau; Paul Verdier, president, City of Paris Dry Goods Company; Michel D. Weill, president, Raphael Weill and Company; and Robert H. Wylie, manager, Port of San Francisco, Board of State Harbor Commissioners.



**LELAND W. CUTLER, Member**  
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## Ridgely Cummings looks over the Bay Area



A GIRL NAMED MAGGIE made an extremely intelligent observation one evening. She said, and I quote verbatim:

"The drinks always taste so much better when they're free, don't you think?"

I agreed and added that the same appreciation applies to the sandwiches and hors d'oeuvres. (Printer, be careful with that last word. It reminds me of something.)

This bit of philosophy was one of the tangible results of the open house cocktail party that went on for three nights at the Fairmont Hotel on the occasion of the unveiling of new furnishings and decorations there. I received a nicely engraved invitation to attend from Benjamin H. Swig. When during the course of the festivities I found myself pressed against him near the bar I took the occasion to thank him for his hospitality. His response was cordial but a little startled and bewildered, which led me to think he didn't know me from Adam and that I owed my invitation to Len Gross, the Fairmont's efficient publicity man.

### PLEASANT AFFAIR

That was all right and the next time I see Len I'll thank him too. It was, as I have indicated, a pleasant affair. Among those on hand were Judge Edward O Day and Preston Devine, former Supervisor Jesse Coleman, Hilary Crawford, Dick Swig, a very capable assistant host, Ernie Draper Howard just back from a two week refresher cruise to Honolulu with the Navy, Ken Allen of the City-County Record, who came to my assistance when I tried to light a lady's cigarette while balancing two drinks and two ham and cheese snacks, and a nice old lady who lives on the second floor of the hotel.

There were many, many others of course but these are the ones I remember a week later, particularly the nice old lady. I saw a lot of her, for her inspection tour of the rooms coincided with mine and we kept meeting in bathrooms and on balconies. She said the pastel shades and modern decor were all very well but she won't let Mr. Swig touch the original mahogany furniture that came with her suite years ago and which she intends to retain despite all innovations.

"Why you can't even lock the new dresser drawers," she exclaimed.

Sure enough you couldn't but I didn't grasp the significance of her remark until later, when Maggie asked me if I had looked at her.

"With journalistic eye," I boasted and then proceeded to list the color of her hair, eyes, condition of her dentures, probable state of her health, estimated age and a number of other de-

tails that it would be unkind to recite here.

"You didn't mention her jewelry," Maggie said.

What jewelry?"

Maggie then pointed out that I am shamefully unobservant and will never get anywhere as a writer until I improve. "She had ten rings on one hand," Maggie concluded. Which just goes to show, I suppose, that different people notice different things and is Harry Truman's nose Roman or retromouse.

\* \* \*

The proposal to permit benches at street stop corners stirred up strenuous newspaper opposition when it was aired before the San Francisco Board of Supervisors. Editorial writers who presumably drive cars or commute via the Key System to Berkeley and the S. P. to the peninsula waxed indignant about commercializing and cheapening our distinctive streets with advertising.

### MINIATURE BOARDS

One newspaper vented its wrath on "ugly miniature billboards" which would return to that city a "trivial amount of revenue" estimated at \$15,000 annually in licenses and fees.

Nobody had a good word to say for the humble folks who have to stand around waiting for public transportation. Some of them are old and weary, some are carrying children, some are women laden with the trophies of a shopping expedition. Most would appreciate a momentary restful respite.

To this corner it seems that if nobody objects to the benches themselves but only to the advertising, they would carry, that there is present an excellent chance for compromise. Why not restrict the size of the ad on each bench to a simple name-plate of some specified dimensions, say four by eight inches?

This small plate could give the name of the firm whose courtesy made the bench available. The rest of the bench could be painted in colors to harmonize (Continued on page 22)

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# MELVYN I. CRONIN, Superior Judge

## City and County of San Francisco

By WILLIAM FLYNN

Special Writer — The Record

SUPERIOR JUDGE MELVYN I. CRONIN is a member of the Superior Bench of the City and County of San Francisco who takes his work, but not himself, seriously. The result is he tempers justice with mercy. In another generation he will be spoken of as one of the best judges of the "good old days."

Tall, a well-filled out figure of a man without being on the fat side, moving with the springy step of an athlete, Judge Cronin has well-rounded education for the task of presiding over the arguments of lawyers who bring the problems of their clients—criminal or civil—to his Superior Court Department.

He has been a practicing lawyer.

He has been a law-maker.

He has been a Municipal Judge.

He has been a successful political campaigner.

### THIRD GENERATION

Melvyn I. Cronin is the third generation of a San Francisco family. His father, Thomas Stephen Cronin, was born South of Market Street. His mother, Elizabeth Oakley Cronin, was born on Irish Hill. He was born in the Potrero District on June 13, 1889.

After completing his grammar school education at the Irving M. Scott school in the Potrero, he was enrolled at the St. Ignatius High School and continued studying with the Jesuits at the same institution until he had completed his normal education. He received both his Bachelor of Arts and his Bachelor of Law Degrees from what is now the University of San Francisco.

As an early indication that he had an individualistic way of doing things, Cronin passed the State Bar examinations before he had completed his formal education. Admitted to practice, he remained a spectator on the sidelines, turning a salary as a municipal recreation director, a job he held while working his way through school, until he had tucked his degrees under his arm.

### GRADUATED IN 1921

He finally graduated in 1921, including in his academic record, service in World War I as an officer candidate at the Presidio of San Francisco. Before the group completed its training that he ended and he was out of uniform. He group picture of his company shows the youthful faces of many of the professions's current leaders in all professions.

While directing the playground activity, Cronin was the friend of some of the individuals who became famous as athletes. They included Joe Cronin, no relation, "one-time 'boy wonder' baseball manager with the Washington

Senators and later the Boston Red Sox; and Tony Lazzeri, who won fame as a member of the New York Yankees during the days of Babe Ruth.

Judge Cronin, still has an active interest in baseball although his direct participation is limited to playing with the children in sandlot games. Lately he has made a strange discovery.

"I was beginning to wonder when my arm would give out," he says. "And then I found my left arm was gone and I don't throw with my left arm. I can't figure out what happened."

Once designated as a college graduate and a holder of a union card in the Bar Association, Cronin formed a law partnership with one of his classmates, Vincent Hallinan, now one of San Francisco's most widely known barristers. The two continued the partnership for four years and then Cronin opened his own office at 68 Post Street.

### FIRST CIVIL CASE

His first civil case was a damage suit against the Market Street Railway and he won a judgment of \$750. That just about equalled the fee. His first criminal trial was the defense of an individual charged with drunken driving.

His opponent was the man who later became Judge Peter Mullins and Cronin's client was acquitted, much to the surprise of everyone concerned—and the relief of the defendant.

"I caught one thing in the testimony of the arresting officer and harped on it," Cronin recalls. "It concerned the fact that my client had brought his automobile to a safe and skillful stop when signalled by the officer. That is why I came out on the winning side. To tell the truth, I about fell off my chair when I won that one."

### BECAME OUTSTANDING

Cronin became less surprised with victories as the years went on and he became one of the outstanding members of his profession. By 1928, he was ready to run for public office practically a "must" for an individual of

Irish heritage and legal training. He announced his candidacy for the assembly. The incumbent for his district had died and there were two other candidates in the field.

As some student of history with long memories will recall, that was the year of the Hoover-Smith presidential campaign, which will be marked in the historical footnotes as the campaign of religious bigotry.

Cronin took rather an astute advantage of the situation that indicated his own political acumen and his skill as a campaigner. His personal fundamental honesty also was brought into focus.

### ON BOTH TICKETS

He filed for both the Republican and Democratic nominations in the primaries, although he has been a life-long registered Republican. His opponents filed only the single ticket of their party.

The slogans of the campaigns were something like this:

Republican: I'm for Hoover and Joe Blow.

Democrat: I'm for Smith and Charlie Doakes.

Cronin: I'm for Cronin.

He won at the primary taking the Republican nomination by a number of lengths and winning the Democratic nomination in a photo finish. His margin was two votes.

He spent eight years wandering with considerable purpose through the legislative halls in Sacramento. As do most legislators, he specialized in certain subjects of legislation. His field included unemployment insurance, anti-loan shark laws, and generally laws for the benefit of the laboring people and the general public.

"I am a Republican," he explains, "but I'm not a rock-ribbed reactionary Republican."

### REVIEW OF RECORD

A review of his legislative record indicates he was something of an individualistic character among the law makers, whose number includes some rare individuals, considered by any standard.

Officially, he was a Republican.

His title as a member of the Grand Old Party was burnished by active service in the campaigns which elected Frank E. Merriam as Governor of California, no mean feat in the interest of conservative and "right" government.

But more frequently than he voted for the "vested interests," Cronin was



counted when the roll calls were recorded on the side of legislation for the benefit of the average individual who alone could not cope with the problems of Twentieth Century living. This was the legislation that less than 20 years ago was termed "radical", "socialistic," and as the terms changed with the passage of time, "communitistic."

"Sometimes I was called a 'wild jackass' and a 'maverick,' Cronin says. The reason for such a voting record is apparent once his background and general philosophy is considered.

He was born and reared a member of a workingman's family. His father was a pattern maker at the Old Union Iron Works in San Francisco, a militant union member and active labor leader.

"I was one of eight children," he says. "I know what problems there are for a working man trying to make things meet."

(Continued on next page)

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**MELVYN I. CRONIN**

(Continued from page 5)

Cronin probably is proudest of his work in the legislature in connection with the Unemployment Insurance Act.

He does not claim to be the man with the original idea. He recalls that the first serious proposal for such social legislation was made in the area by a committee which included the late Archbishop Hanna of San Francisco. The first attempt to place the measure on the law books of the state ended with the bill being approved by the Assembly and "dumped right away by the Senate."

The Bill was re-introduced at the next session and again. As the cold fingers of economic depression in the '30's closed on the nation and the state, the thinking members of the legislature changed and the Unemployment Insurance Act was approved and became effective with some resources of economic stability available to individuals.

His familiarity with the terms of the Unemployment Insurance Act and the intent of the legislature concerning the words and phrases that were contained in the law came to his attention and aid years later.

**ASSIGNED CASE**

As a judge he was assigned a tricky legal case involving an interpretation of the law. This opportunity was, for the judicial, one of those rare occasions when the judge did not have to read the mind of other men to determine just what the lawmakers had in mind. He knew.

Cronin was a veteran legislator before he was the head of his own house. In 1934 he and Lorena Carley of San Francisco were married.

The wedding took place at the Santa Barbara Mission on the theory that it would be a quiet, little-noticed social event. The lawyer and legislator, however, failed to notify his office or his family that he would be out of town for several days. The result was that he was reported missing and a state-wide police hunt started.

He finally was identified to the satisfaction of the Santa Barbara police and the wedding took place according to schedule but not according to plan. Rather than being on the secret side, it was an event banner-lined in all the home town newspapers.

The Cronins now live at Park Merced. They have five children, Patricia, Michael, Maureen, Melvyn, and Shawn.

**EXPERIENCED MEMBER**

As an experienced member of the Superior Bench, Judge Cronin believes that the best advice a jurist can give to aspiring young lawyers is:

"Prepare your cases."

Hrad work in such preparation is a "must" factor for legal success, he is positive.

He realizes that many times a young lawyer is so pressed by the economic factors of living that he hasn't the time to make painstaking preparation for each and every case he brings into court.

It would be better, he believes, for the starting individual to take fewer cases and score more victories with thorough preparation than to try to spread his time and talents too thin. In the end, the more concentrated work would pay.

As a Judge, Cronin takes his work seriously. While he takes his turn in presiding over the criminal courts, and has had experience on the juvenile court bench, he prefers to try civil cases.

**ACUTELY CONSCIOUS**

This may be for the reason that he is acutely conscious of the powers and authority and responsibility that a Judge possesses. As a Judge he has the authority not only over an individual's property but his freedom and in some cases, his life.

The one murder trial over which Judge Cronin presided that resulted in a verdict of guilty in the first degree without recommendation of mercy—that makes the death sentence mandatory—resulted in him petitioning the governor for a commutation of the death sentence to life imprisonment. The petition was granted.

His philosophy of his profession may be summed up simply:

He believes that he is discharging one of the most sacred trusts that can be bestowed upon an individual and recognizes that in passing up the rights or liabilities of persons, his responsibility is tremendous.

"I feel," he says, "that the courts can do much more good, both for individuals brought them and society, if the approach of the judge is more humane\* and considerate.

"Yet, I believe that judges should be stern in presiding over trials to the end there shall not be a miscarriage of Justice.

**INDEPENDENT COURTS**

"I believe courts should be independent and courageous in meting out Justice.

"I feel that one of the most difficult problems confronting a judge is in passing sentence on one who has been convicted of a criminal offense.

"I feel that confinement and incarceration is not always the best way to handle those found guilty, but that intelligent guidance and assistance, under probation, sometimes is extremely constructive help, both in rehabilitating the offender and protecting society.

"Also, I believe the greater and more extensive use of instrumentalities of the Law in divorce matters where children are involved, feeling that every attempt should be made to preserve the home, if possible, having in mind the best interests and welfare of the children."

Judge Cronin makes a particular effort in the case of divorces involving minor children to attempt to bring about reconciliation between the war-

Continued on page 21)

**William E. Waste, Noted Industrialist Elected Chairman of Bay Area Group**

**Wm. E. Waste, Bechtel Corporation Vice President Elected Chairman San Francisco Bay Area Council**

**A**T THE ANNUAL DINNER MEETING of the Bay Area Council, William E. Waste, Vice President of Bechtel Corporation, was elected Chairman of the Council for the coming year. Mr. Waste, a native of Berkeley, California, is the son of the late Chief Justice William H. Waste of the California Supreme Court.

He is a graduate of the University of California and was a sergeant in World War I. In 1931, he joined W. A. Bechtel Co., and became Manager of Purchasing on the Boulder Dam project for Six Companies, Inc. He became Secretary of W. A. Bechtel Company and in 1938 assumed administrative duties of the firm.

In World War II, he was the first employee and Administrative Manager of California Shipbuilding Corporation, which built and operated one of the biggest wartime shipyards. In 1942 he became Vice President and General Manager of Marinslip Corporation which established the record of building a \$17,000,000 shipyard and ninety-three Liberty ships and Tankers in forty-three months, setting many world records.

As Vice President of Bechtel Corporation, an engineering and construction firm with world-wide operations, he makes San Francisco his headquarters. He is also Director, Industrial Indemnity Company and a member of

the Advisory Board, Industrial Indemnity Exchange, (since 1936).

With his wife and son James, lives in suburban Marin County. A other son, Lt. William Ten Eyck was served in Japan in World War II with the U. S. Army, after an extensive training in Japanese language and culture.

Mr. Waste is an Associate Member of the Society of Naval Architects and Marine Engineers; St. Francis Yacht Club; F. Kiwanis Club; San Francisco Commercial Club; Pacific Union Club; San Francisco Stock Exchange Club; D. ant Lodge 268, Free and Accept Masons; Berkeley Chapter 92, Royal Arch Masons; Berkeley Command No. 42, Knights Templar; Phi Delta Theta; California Historical Society Past President, Marin Council, E Scouts of America.

For the past two years Mr. Waste has been a member of the Executive Committee of Bay Area Council.



**HIGHLIGHTS of the Chamber's testimonial luncheon for Adrien J. Falk** was the presentation to Mr. Falk of a large scrapbook containing congratulatory messages from his many friends. Shown here, left to right, are Mayor Elmer E. Robinson of San Francisco, Mr. Falk, Mrs. Falk, and Chamber President Paul A. Bissinger, who made the presentation.

## HUNDREDS ATTEND LUNCHEON HONORING ADRIEN J. FALK



**HUNDREDS OF SAN FRANCISCANS** appreciative of one man's untiring contributions for a quarter of a century to civic and public affairs paid tribute to their friend on the occasion of his reaching new milestones in an active career.

Adrien J. Falk, retiring President of both the San Francisco Board of Education and the San Francisco Community Chest, was the man so honored at a testimonial luncheon held at the San Francisco Commercial Club, recently. Sponsors were the San Francisco Chamber of Commerce and the Commercial Club.

"Mr. Falk's record of service to community and nation is a noble one," said Paul A. Bissinger, Chamber of Commerce president, presiding at the luncheon. "He is one of San Francisco's best friends—a man who has contributed immeasurably to the richness of our community life."

Tribute was paid to Adrien Falk by our principal speakers who touched on the various phases of the civic leader's past accomplishments. Mayor Elmer E. Robinson spoke of his civic attainments; Leland W. Cutler, chairman of the World Trade Center Authority, reviewed Mr. Falk's Chamber of Commerce background; George W. Johns, Jr., secretary of the San Francisco Labor Council, spoke on his ac-

tivity both in educational and labor-relations work; and Harold R. McKinnon, attorney, outlined his extensive work with the San Francisco Community Chest.

Mr. Falk has held the following positions in San Francisco's civic and business life: president of Mount Zion Hospital; vice president of the San Francisco Employers Council; director of the San Francisco Association of Distributors; president of the San Francisco Board of Trade; member of the Islam Temple Shrine of the Masonic Lodge; director of the Elks Building Association; president of the Argonaut Concordia Club; director of the California Conserving Company; director of the Anglo California National Bank of San Francisco; second vice president and director of the California State Chamber of Commerce; president, San Francisco Chamber of Commerce; and president and director of S & W Fine Foods, Inc.

### Mayor Elmer E. Robinson Pays Tribute to Falk for Citizens

**I WOULD NOT HAVE MISSED** this testimonial to Adrien Falk for any consideration. I mean that personally and I mean it as Mayor of the City and County of San Francisco. Every person in this room is a very close student of public affairs and, while there may be differences of opinion between us on specific matters of policy, I think we are completely agreed that these days through which we are now passing call above everything else for the very highest kind of citizenship.

You and I can read the news of the day and surely we can recognize that these are times of twilight peace and that the issues of the day are profoundly important to the homes, the families and the communities that make up the United States of America.

We know that government on every level has expanded and become ever more complex since the early years of our Republic. And yet, you know and I know that we can never afford to become so big or so complicated that we can dispense with, disregard or minimize the keen sense of personal responsibility which good citizens must bring to the public service of every community in our country.

In our concept of government, each citizen is called upon not only to express his best judgment on questions of public concern, but even more, to understand the impact of public questions upon his own family, his own home, and himself. Citizenship is not only a matter of going to the polls to express our official opinion on public issues. It is that, yes; but it is more. As I see it, it is for each to bring the fullness of his character, his finest intelligence and all his moral courage to the right solution of our problems and to the advancement of every worthwhile cause within our community; to



**HON. ELMER E. ROBINSON, Mayor**  
City and County of San Francisco

preserve, and, if possible, to enrich by word and by deed, the fundamental American belief in the importance and the dignity of the individual citizen.

Adrien Falk perfectly fits my concept of American citizenship. He has always rendered great-hearted, devoted and unselfish public service. What request made of him in the name of the community has been too trivial for his full attention? Not one! Adrien Falk has always given his time, his energy and his abilities to public affairs in which

(Continued on next page)

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he felt he could be of service to our people.

If we in San Francisco had more men of his character, capacity and devotion to the public welfare, how much lighter would the community be! If responsible public officials like myself could find many men of his character whose judgment could be consulted with assurance and who could be relied upon for the thorough discharge of whatever work for the public good might be intrusted to them, then, I say, American communities so blessed would find the tone, the flavor and the temper of their life ennobled and uplifted.

I did not come here today to be solemn or to add a heavy note to the pride and happiness that we all share in paying tribute to Adrian Falk. But, like any other thoughtful citizen, I can not help but think of a man like Adrian within the context of world affairs today. You know as well as I that every nation on earth is troubled and shaken by the clash between two systems: Our own, conceived, built and dedicated to the proposition that free men can govern themselves, as opposed to a system which insists that the citizens must surrender their individuality, and perform their highest act of citizenship by blind and total obedience to the

clique which holds political power.

Adrian Falk's work in our community, his life and his character are smashing evidence that free men can govern themselves and serve their community with intelligence, dignity and devotion. The work that he has done for all our people, without regard to race, creed or color, is a magnificent example of American citizenship operating at its finest. He is a man who has accepted the challenge of living completely in the spirit of our Democracy. He is clear proof that free men need no guardians and no dictators, either, for the highest and best service to their community and their country.

As Mayor of San Francisco, then, it is with genuine happiness that I say this in behalf of all the people to Adrian Falk: You have rendered great service to the people of San Francisco. Your name will stand always as a challenge and an inspiration to others to do their part in rendering devoted and unselfish public service. May our city may our state and our nation be worthy of great citizens like yourself. For other men of your character and devotion would serve every other American community as you have served San Francisco, then no nation could be more richly blessed and endowed than our own.

## Accidents Claim 421 Lives Here During 1949!

**ACCIDENTS CLAIMED THE LIVES OF 421 persons in San Francisco during 1949, reports the San Francisco Chapter of the National Safety Council.**

A decrease of 32 deaths under the 1948 fatality figure was marked, stated Iver C. Larsen, Chapter manager.

Larsen also noted that 1949 was the fifth consecutive year in which a substantial saving of lives in the city had been made. He attributed the steady decrease to "repeated hammering away at the accident problem by the newspapers and radio stations and the co-operation of the Advertising Club and its members."

The Safety Council also lauded the police and engineering departments for "a well-planned and constant program of enforcement and engineering that has been an outstanding service to the community, and a major factor in es-



**IVER C. LARSEN, Manager**

**San Francisco Chapter National  
Safety Council**

tablishing the lowest traffic death figures here since 1914."

He also praised the San Francisco Public and Parochial Schools for giving safety instruction to their students.

"The teaching of safety in the schools is the most important step a community can take to bring about an over-all reduction in the tragic accidental death toll. Those who are children today will remember these precautionary warnings in later years and will teach them to their children. The shameful waste of lives due to needless accidents will, to a large extent, be eliminated as the community develops a uniform "safety consciousness". And the schools are bringing about this development."

Figures compiled by the statistical division of the Chapter showed that home accidents with 195 deaths, again topped the field. Miscellaneous accidents—including drownings, falls on streets, or in public places, street car accidents, and other non-motor vehicle mishaps in public places claimed 147 lives.

Traffic deaths totaled 53. This marked the largest decrease among any category—31 below the 84 mark for 1948.

Industrial mishaps claimed 26 lives the lowest mark here during the past decade.

Estimated injured in all classifications was placed at 55,268, and the over-all accident cost (including insurance, medical bills, and other expenses) was set at \$18,141,750, the Chapter reported.

A breakdown of accident causes disclosed that falls—the perennial leader as a cause of accidental death—claimed 169 lives during the year. Poisons, carbon monoxide and barbiturates brought death to 33. Fires, explosions and hot substances claimed 25 lives; drowning claimed 27; and suffocation 20. Choking on food or other substances killed 12 persons while "unloaded guns" killed three. Other causes, grouped in a miscellaneous section, killed a total of 36 persons (these included many industrial fatality cases).

More than 300 employees of the East Bay Municipal Utility District who regularly drive automotive equipment are now engaged in spirited competition for safe driving awards as a new feature of the District's comprehensive safety program.

## HIGHWAY WISE WAY



Thirty years of driving more than 250,000 miles over a local route without an accident won milkman Daniel Cuneo of Golden State Company, Ltd., an award from Captain Edward Pootel, Director of Traffic, for his "contribution to the longevity of San Francisco's citizens." Cuneo (right) shown here beaming as Captain Pootel affixes a killproof driver gold pin on his jacket, attributes his unusual record to the fact that he always drives as if the other fellow were deaf, dumb and blind. 116 of the dairy's San Francisco's drivers with safe-driving records ranging from 6 months to 30 years were also congratulated by Captain Pootel at a banquet held recently (March 13) at Fugazi Hall.



## Golden State Company's Milk Truck Drivers Make Outstanding Record

(See Picture on Opposite Page)

SAN FRANCISCO'S DIRECTOR OF TRAFFIC, EDWARD R. POOTEL, has congratulated 116 Golden State Company, Ltd., wholesale and retail milk drivers for "their contribution to the longevity of San Francisco's citizens."

At ceremonies held at Fugazi Hall honoring the dairy company's drivers for safe-driving records ranging from six months to 30 years, Captain Pootel pointed out that these men had discovered one of the important secrets of prolonging life—defensive driving.

Milkman Daniel Cuneo attributed his outstanding record of 30 years of safe driving for a total of 250,000 miles to the fact that he "always drives as if the other fellow was deaf, dumb and blind."

J. F. Jensen, Golden State's San Francisco district manager, outlined his company's program for keeping drivers on their toes and off the public's.

"We have established a vehicle safety committee whose function it is to indoctrinate thoroughly all drivers with safe driving practices and to establish accident control measures," Jensen said.

"Each driver's record is revised twice a month. If an accident occurs, a court consisting of representatives from management and driver-employees watches the driver re-stage the incident with a complete array of props, pedestrians and intersections. The court then determines if the accident were avoidable or unavoidable. These courts, plus semi-monthly safety meetings, movies and a score of other educational aids, are helping us achieve an enviable record of safe drivers."

"Unfortunately the average driver does not have such a constant barrage of safe-driving reminders. His only recourse is to drive like Mr. Cuneo does—as if the other fellow were deaf, dumb and blind."

Safe-driver awards and cash were



**CAPT. EDWARD R. POOTEL, SFPD**  
Director of Traffic  
City and County of San Francisco

given to those with no-accident records for six to twelve months; honor-driver awards went to those holding records for two, three and four year periods and skillful-driver gold pins went to those with records of no-accidents from five years on up.

Those receiving awards for 20 years or more of safe-driving were: Evaristo Parenti, Adolph Ferrero, 20 years; Joseph Argenta, 21 years; Gladstone Rasmussen, 22 years; Frank Delartino, Enrico Gori, Adolph Paymiller, 23 years; Allen Cameron, 24 years; Clude Kerr, August Gallo, Gabriel Ressegue, 25 years; Thomas Lonergon, 26 years, Albert Giannini, 27 years; Jacques Hourcet, James Green, 28 years and Daniel Cuneo, 30 years.

## Ernest L. West New Secretary For S. F. Civic League Group

Ernest L. West, president of the California State Republican Assembly, last week was elected secretary of the Civic League of Improvement Clubs and Associations of San Francisco. He replaces the late George W. Gerhardt.

West is a bond broker with the firm of Walston, Hoffman and Goodwin and president of the Board of Permit Appeals. He lives at 165 Marina Blvd.

Other officials elected or re-elected are E. J. Cardinal, P. J. Kelly, Walter A. Leonetti, Hugh J. McKevitt and William Mooser, vice presidents; P. F. Ringole, treasurer and William B. Boyner, auditor.

Advisory board members for 1950 are James Leo Halley, chairman, Dr. Otto G. Freyermuth, Francis V. Keesling, Dr. Frank S. McKevitt, George Walker, Henry Vowinkle and Fred G. Winslie.



**ERNEST L. WEST, Secretary**  
San Francisco Civic League

## FOR YOUR PROTECTION

Traffic laws are not unfair restrictions intended to limit the freedom of the motorist, points out the California State Automobile Association. They are intended for everybody's protection, walking or driving. Be safe by obeying them.



## A GROUP OF SAN FRANCISCANS GREET THEIR COLLEGE PRESIDENT

The Chairman of the Day, Carl P. McCarthy, makes introductory remarks prior to the address by Dr. Wilson Compton, President of the State College of Washington at the Electric Club of San Francisco on February 27, 1950. President Compton's talk "We Fight for Peace" was enjoyed by two hundred Electric Club members and Washington State alumni. Those seated at the speaker's table are: V. S. Harrington, '23, Manager of the Transportation Division, General Electric Company, San Francisco; J. H. Dobbin, '22, a director of the San Francisco Hotel Owners Association and President of The Wooden Box Institute; J. E. Leslie, '26, Pacific Coast Manager, MacMillan Publishing Co.; Forrest Curry, '29, General Agent, Penn Mutual Life Insurance Company; Mrs. Compton, Dr. Compton; Carl McCarthy, '25, Sales Supervisor, Pacific Gas & Electric Co.; Russell Wolden, '32, Assessor, City of San Francisco; Ken Gallagher, '38, United Air Lines. President, Washington State Bay Area Alumni Association; Roy Hall, '29, Dean of the College of Business Administration, University of San Francisco; Clyde Wood, '29, Pacific Coast Manager, Agency and Specialty Division, Westinghouse Electric Corporation. On the right of Russell Wolden and partially hidden behind the microphone is Dr. Edward H. Redford, '29, Coordinator of Secondary Education, San Francisco Schools.

## MENTAL HEALTH SERVICE IN COOPERATIVE PRE-SCHOOLS

A UNIQUE PROGRAM in preventive mental health is being conducted by the East Bay Council of Cooperative Pre-Schools.

A Counseling Service, now in its third year, has been organized to give parents help in meeting the day-to-day problems of family living and child rearing.

The function of the Counseling Service is education and prevention rather than treatment of personality disorders. Any parent whose child is enrolled in one of the 12 cooperative pre-schools may make use of the service. On his request, an appointment is made with one of the Service's psychiatric consultants. Usually one to three visits will be enough to help a parent solve his problem, but additional visits are arranged if necessary.

Classes and meetings for groups of parents are also a part of the Counseling Service. These group discussions provide opportunity to share common experiences and problems and to continually re-define the role of a nursery school in young children's lives.

The East Bay Council was formed

by 12 cooperative pre-schools in 1946. Its purpose is to further pre-school education, to raise standards of cooperative pre-schools, and to provide assistance to its members.

Officers of the Counseling Service are Chairman, Mrs. Ralph Weilerstein, Berkeley; Secretaries, Mrs. Juanita Danielson, Oakland, and Mrs. Dorothy Gilberson, Albany; Parent Education Chairman, Mrs. Adeline Brunner, El Cerrito.

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## S. F. Down Town Association Selects 1950 Officers

AT THE ANNUAL MEETING OF THE MEMBERS of the Down Town Association of San Francisco held last month the following new Directors were elected as the first of a large additional group of new members of the Board: Henry C. Judd, Treasurer, Standard Oil Company of Calif.; Roger D. Lapham, Jr. Secretary Griswold & Co., Inc.; Garrett McEnerney II, McEnerney

At the first meeting of the new Board, John W. Elwood, General Manager of the National Broadcasting Company was re-elected President for the ensuing year, with Wheelock H. Bingham, President, Macy's San Francisco, First Vice President; Marsden



**T. LOUIS CHESSE**  
S. P. General Passenger Agent  
Director Down Town Association

S. Blois, Vice President, Bank of America, Second Vice President; O. C. Hansen, Frazar and Hansen, Treasurer; and Edward Goepfner, Podesta and Baldocchi, Secretary.

Directors re-elected were: Constant J. Auger, Jeweler; N. L. Bourgeault, Roos Bros., Inc.; T. Louis Chess, Southern Pacific Co.; Wm. M. Coffman, Underwood Corp.; S. Waldo Coleman,



**R. E. FISHER, Director**  
Down Town Association

North American Investment Corp.; Francis Farquhar, Farquhar and Heimbucher; Arthur R. Fennimore; Vincent F. Finigan, Buckbee Thorne & Co.; R. E. Fisher, Industrial Consultant; Harvey Hancock, Pan American World Airways; Wm. L. Hughson, Wm. L. Hughson Co.; R. W. McElroy, R. D. McElroy & Sons; Wm. G. Merchant, Architect; Edward V. Mills, Fireman's Fund Ins. Co.; W. A. Newhoff, Union Oil Co. of Calif.; Frank K. Runyan, Western Merchandise Mart; George D. Smith, Hotel Mark Hopkins; Frank I. Turner, Hastings; Arthur E. Wilkens, Potrero Investments; and E. H. Wobber, Wobber Bros.

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"Speeding may not cost your life, but it is hard on your car," reminds Iver C. Larson, managing director of the San Francisco Chapter of the National Safety Council.

"The few minutes you save by driving too fast are not worth the extra cost in gas and oil and the added wear on tires," Larson states.

## 91st Infantry Div. Seeks Qualified Employees

SPECIAL Opportunities to earn additional pay and valuable retirement benefits are open to qualified municipal, state and federal employees of the bay area by volunteering for service with the 91st Infantry Division of the U. S. Army reserve.

This famed "Fir Tree" outfit of World Wars I and II is California's only organized Army reserve division with units in San Francisco, Oakland and San Jose. Headquarters is at the Presidio of San Francisco — WEST 1-6111, ext 4424.

The division staff reports there are vacancies in all branches of the service: Infantry, artillery, engineers, tanks, signal, radio, ordnance, quartermaster, light aviation, medical and military police, with junior officers and high non-commission officer rating available for men between 17 and 35 years of age.

It is the 91st Division policy to promote both officers and enlisted men as rapidly as they qualify, until all desirable positions are filled. Scores of high ratings are now available.

State and federal, and San Francisco civil service regulations grant 30 days military leave with full pay to all one year (or over) municipal employees who enlist in the 91st Division, ORC.

This means that city employees who are members of the 91st may enjoy an extra vacation with double pay and allowances, in addition to their regular city pay, while on their 15 days training each summer.

In addition, members of the division receive two full days' pay for two nights of training each month, and also earn credit toward a military retirement at the age of 60.

This military retirement ranges from \$60 to \$150 a month, depending on the rank attained and the amount of credit earned, and is in addition to any municipal or state retirement benefits or other other federal retirement benefits.

For further details, write or telephone 91st Infantry Division Headquarters, Building T-909, Presidio of S. F.

## FAMED ART COPIES ON DISPLAY AT LIBRARY

Eleven portfolios featuring color reproductions of work by famed artists have been received at the Richmond Public Library. The works are part of the series prepared by the Pitman Gallery of New York. The portfolios received follow:

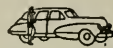
Bodkin, "Flemish Paintings;" Bodkin, "Virgin and Child;" Borenius, "Dutch Indoor Subjects;" Borenius, "Siamese Painting;" Haward, "Music in Painting;" Keynes, "Blake;" Read, "Klee;" Spender, "Botticelli;" Wilenski, "Degas;" Wilenski, "English" Outdoor Paintings, and Wilenski, "Manet."

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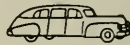
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# Planning Group Hear Marsh, B. A. C. Manager

**S**PEAKING BEFORE THE SAN FRANCISCO PLANNING AND HOUSING ASSOCIATION at the S. F. Commercial Club at noon luncheon, February 23rd, Frank E. Marsh, Executive Vice President and General Manager of the Bay Area Council, stressed the need for Area-wide cooperation to insure the creation of a satisfactory "climate" for business and labor.

"There is opportunity," he said, "for government, labor and industry to cooperate through the Bay Area Council in conducting continuous studies whereby significant needs are recognized in advance. While many improvements required can and should be undertaken by local governmental and other agencies, there is need at the regional level to encourage fullest possible realization of the advantages and requirements of the Bay Area."

## NON-PROFIT GROUP

The Council is a non-profit organization devoted to the civic and economic development of the counties surrounding San Francisco Bay. Nine counties are included in the Bay Area, 59 incorporated cities and over 100 unincorporated communities. The Council's funds are contributed by interested organizations and individuals in its by-laws provide for a member of the Boards of Supervisors in the nine counties of the Area, a mayor from a city in each of the nine counties and its by-laws provide for a member of commerce on the Board of Governors. Others of the over 100 members of the Board include representatives of business, labor, industry, agriculture and education. Its program is based on research, planning and development.

## PROGRAM NEED

In explaining the need for such a program, Marsh pointed to the great increases in population since 1940—over 1,000,000 new people in the Area—or a gain of over 50%. Experts predict almost another 1,000,000 by 1960. It's a healthy, dynamic population, he said, with the largest increase in the 20-44 year age group and births outnumber deaths 2 to 1. For this reason there is an ever increasing demand for the creation of additional job opportunities in the Area. Industry must be expanded to provide these opportunities. Housing, schools, transportation, recreation, facilities are needed.

Marsh deplored the controversy raging over the location of a second Bay crossing, feeling that transportation is one of the most important problems confronting the Area at the present time. Recommendation for additional approach facilities to the San Francisco-Oakland Bay Bridge was presented to the Toll Bridge Authority by the Council on October, 1949, he said.



**FRANK E. MARSH, General Manager  
San Francisco Bay Area Council**

The Council has assisted, Marsh said, in the solution of problems affecting the growth of manufacturing and commerce. The past year has brought more than 420 new plants and factory expansions valued at more than \$56,000,000 to the Bay Area Counties. There have been fewer work stoppages in the San Francisco Bay Area in the three year period 1946-47-48, Marsh said, than most people think—in fact, fewer than in the Los Angeles area.

A Bay Area Ports Bureau has been proposed as a centralized agency for planning, research, port and cargo development. A committee of civic leaders has been appointed to work with the Air Force Site Selection

Board to encourage the selection of a site for the proposed Air Force Academy in this area.

Marsh presented before the group copies of various reports issued by the Council. Highlights are:

Master airport plan for the Bay Area. Guiding Bay Area growth. Industrial land use and zoning survey. Master plan for small boat harbors and marine parks. Industrial location factors. Report on air pollution in the San Francisco Bay Area. Real estate research committee quarterly report. Economic

facts series. Cooperation makes it greater—Annual progress report. Trends. Directory of federal and state agencies in the S. F. Bay Area. Directory of information—Commerce and industry, formula for the future of a greater Bay Area. Television comes to the Bay Area. Within the Golden Gate—a survey of the history, resources and points of interest in the Bay Region. and leased by federal govt. Airports of the San Francisco Bay Area. San Francisco Bay Area—its people, prospects and problems.

## Lloyd E. Graybiel Elected S. F. Chamber Treasurer

**L**LOYD E. GRAYBIE has been associated with the American Trust Company for the past 27 years, having entered the bank as a member of its legal staff and specializing in public relations for the institution.

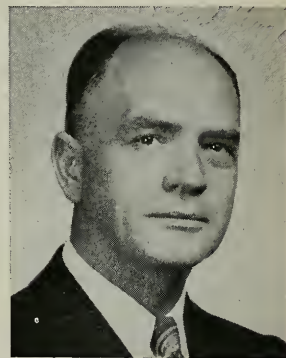
Active in Chamber of Commerce and other civic activities, Graybiel assisted in the organization of the Domestic Trade Committee in 1937 and served as its first chairman. He later served as chairman of the Municipal Affairs Committee and at one time was a member of the Industrial Development Committee.

He is currently vice chairman of the Civic Projects Committee and is the Chamber's representative on the Municipal Conference.

His other civic activities include serving as chairman of the Industrial Committee of the State Chamber's Central Coast Council and as a member of its statewide Industrial Committee. He is also chairman of the State Chamber's Regional Water Resources Committee.

Graybiel, who is at present chairman of the Citizen's Charter Advisory Committee, helped to organize the Veterans Information Center, known at the San Francisco Coordinating Council. He has served as its treasurer and director. He is also a member of the Council of the National Municipal League, Stock Exchange Club, San Francisco Round Table (past president) and San Francisco Public Relations Round Table.

Educated at the University of California, Graybiel is a member of the



**LLOYD E. GRAYBIE**

**American Trust Company**

**New S. F. Chamber Treasurer**

State bar. His club affiliations include the San Francisco Chapter of the Public Relations Society of America, of which he is past president, and the Oakland Chapter of the American Institute of Banking.

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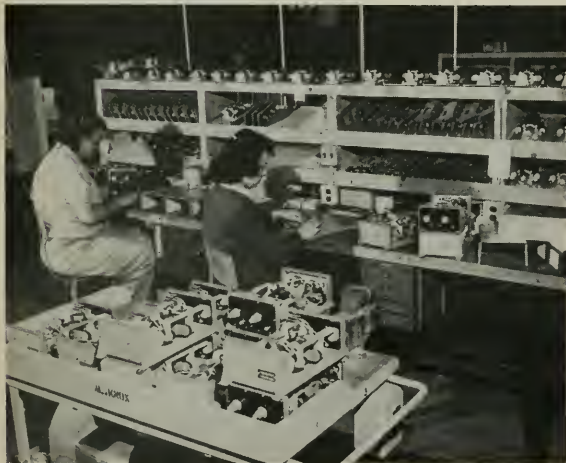
## MOTH AND FLAME

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# General Electric Company Completes Expansion Modernization Program



Top: Employees Carl Nevala, left, and Jack Hostetter at General Electric's transformer plant in Oakland are removing several tons of coiled steel stock, used in forming transformer cores, from one of the high temperature annealing furnaces. The coiled strips (spirakore), made from a silicon cold-rolled grain-oriented steel, are processed in the electrically heated furnace under extreme high temperatures.

Above: Engine starters for jet-propelled aircraft are among the products produced by General Electric's control plant in Oakland. Mrs. Mildren Stout, left, and Mrs. Mabel C. Jose, plant employees, are shown here assembling the starters which in this case are for use on the Lockheed F-80 Shooting Stars, made at the Lockheed plant in Burbank, Calif.

The starters, like all aircraft contactors and relays, are small and lightweight making the assembly job compare somewhat to the precision of watch-making.

Other forms of the starters also are made at the Oakland plant for the various other jet aircraft.

## Two Year Project at Oakland Plant Costs Two Millions

THE GENERAL ELECTRIC COMPANY'S Oakland Works, Transformer

Division of the Apparatus Department, has recently completed an expansion and modernization program at its 143,000 square-foot transformer plant on East 14th Street. The approximately two-million-dollar project has required two years to complete and provides for a two-fold increase in production capacity, according to W. E. Richardson, supervisor in charge of planning.

The reason for this expansion was to make the California plant better able to provide customer service by being self-sufficient insofar as procurement of raw, manufactured parts, and engineered assembly are concerned. The main objective in the rearrangement of existing and new equipment was to so place the component sections of the shop that raw materials and finished items would be available at their point of use. Due to the fact that one range of transformer sizes lends itself to conveyerizing because of quantity and physical dimensions, one side of the shop is laid aside for

this purpose. The other side is so arranged that parts and assemblies are worked from the floor or bench and moved by over-head cranes accordingly. This layout has given the shop the benefit of practically straight line flow insofar as sequential operations are concerned. Each side has its own separate coil winding, core and coil assembly, clamp, treating, finished assembly, test, tank fabrication, and crating sections. A common machine shop base pocket and tank parts, insulation and maintenance sections are all arranged in the layout to serve either of the above sections. This made it possible to avoid duplication of expensive equipment for these operations.



At General Electric's transformer plant, C. F. Bennett, punch press operator, places a lightly oiled steel sheet in this 300 ton hydraulic press which blanks and draws the covers for the transformer tanks. In addition to covers a variety of other drawn parts such as tank bases and pockets are produced in this press.

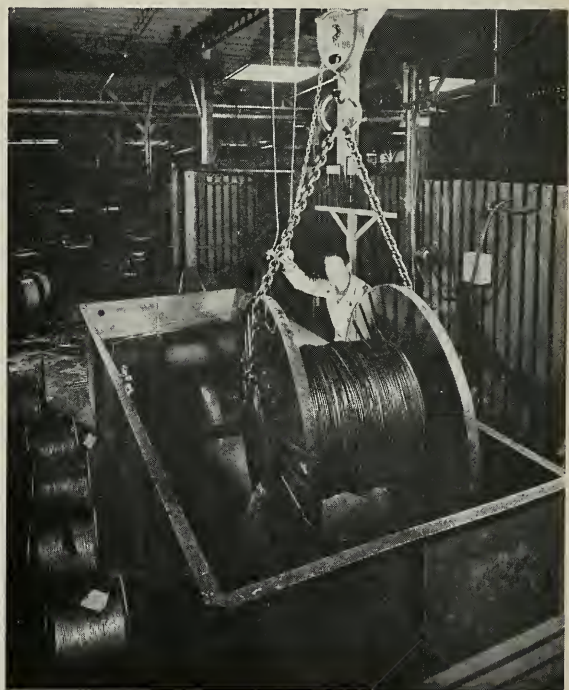
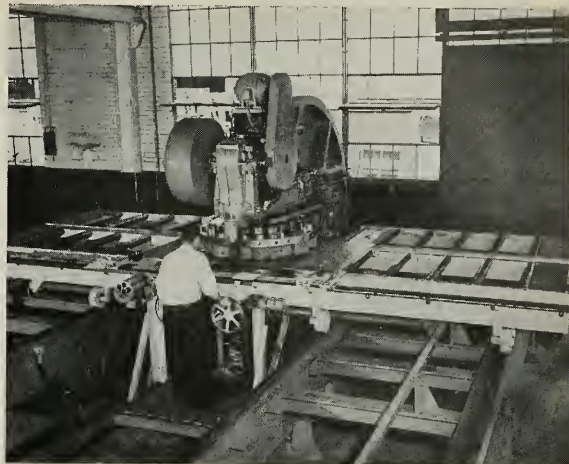
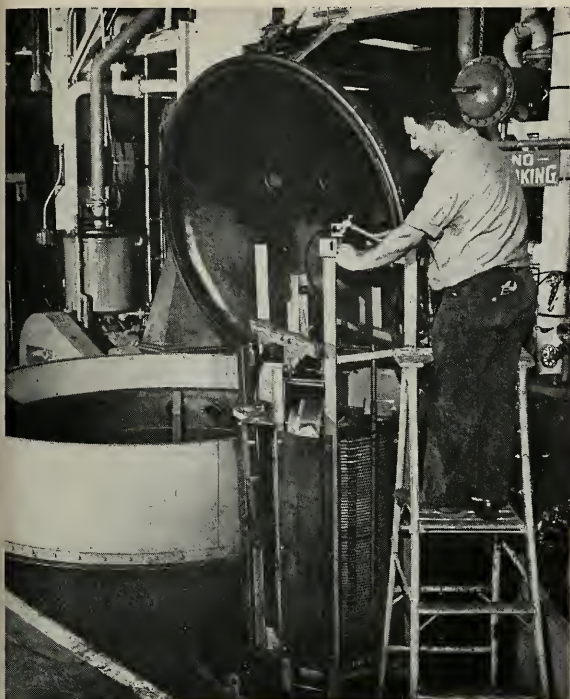
## National Ice & Cold Storage Co. of California

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An example of the larger units manufactured at General Electric's transformer plant in Oakland is this 1000 kva, single phase transformer interior that has just emerged from the treating tank shown at the left and which is ten feet in diameter.

In this photo you can see the coils that are held rigidly in place around the tightly wrapped laminar core of steel. Also, the connecting terminals have been attached to the ends of each coil and the ratio adjusters installed. Joseph Perdingone is now ready to swing the transformer around for the "tanking" operation.

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Top: This \$50,000 automatic punch press punches any of 24 different dies or a combination of dies in sheet steel, which is used in the manufacture of transformer tanks at the plant. Weighing 45,000 pounds and requiring floor area equivalent to a four-room house, the machine is used in making oil inlets and outlets for fittings, bushings, etc., before the sheet steel is formed into tanks for housing the transformers. Clifford Stephenson, company employee, is shown operating the one-man machine, which is capable of positioning the holes to within a tolerance of plus or minus of 1/32nd of an inch.

Above: A large reel of Flamenol, insulated cable used in Western industry, receives its final test. After being soaked in water for 12 hours, the submerged cable is given a high voltage test to determine the insulation resistance before shipment to customers.

## Kranz Federal Civil Service Head Honored With VFW Medal

Harry T. Kranz, local director for the Federal Civil Service Commission, was presented with the annual silver Citizenship Medal of the Department of California, Veterans of Foreign Wars, at a luncheon in his honor recently at the Palace Hotel.

The presentation was made by Clyde A. Lewis, national VFW commander, who was making an official visit to San Francisco.

In accepting the award, Kranz said, "If you believe in democratic govern-



**HARRY T. KRANZ**  
Director 12th Region  
U. S. Civil Service Commission

ment, you have to believe in the civil service system—it is the best system ever devised."

Kranz, awarded the medal for his "outstanding contribution to good government," was the originator, 16 years ago, of National Civil Service Week.

William J. Harry, state commander of the VFW, in announcing the award cited Kranz for his impartiality, thoroughness and fairness in application of all the rules governing Federal employment, and specifically of the Veterans' Preference Act of 1944.

Other organizations joining the VFW in honoring Kranz were the Federal Personnel Council, the Federal Regional Council and the Federal Business Association of San Francisco.

## S. F. Water Dept. Celebrates 20th Birthday

The San Francisco Water Department toasted its own product recently as it celebrated its 20th birthday as a municipally-owned utility.

Commenting on the anniversary, Mayor Elmer E. Robinson said:

"It is gratifying to note that this important city utility now distributes almost twice as much water as it did 20 years ago with an increase of only 2 percent in number of employees.

"This fine record of economy and good service, together with lower



**GEORGE W. PRACY, Gen. Mgr.**  
San Francisco Water Department

rates to a growing population, is a splendid example."

The department came into being March 2, 1930, after the city purchased the former Spring Valley Water Company. It is supported entirely from revenues and has never required any tax funds.

Utilities Manager James H. Turner said the cost to consumers, based on 100 cubic feet usage, is now 10 percent less than it was in 1930 under private control.

Average daily consumption has increased from 52,000,000 to 103,300,000 gallons and gross revenues have jumped from \$6,942.35 in 1930 to \$10,953,008 this year.

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## Safety Council's Report Shows Alarming Accident Figures

**A**UTOS STRUCK 1642 PEDESTRIANS on San Francisco streets last year, killing 35 and injuring 1606, according to the San Francisco Chapter, National Safety Council.

In 581 instances where a pedestrian was struck, the driver of the vehicle was at fault, records of police statisticians show. The pedestrian was jaywalking, crossing against a signal light, coming from between parked cars, or walking or playing in the roadway in 737 instances. Carelessness on the part of both pedestrian and driver was the leading factor in the remainder of the accidents, according to Iver C. Larson, manager of the safety organization.

A resume of the pedestrian traffic record showed: Jaywalkers figured in 394 mishaps in which nine were killed. Coming from behind parked cars into the traffic lane brought death to 3 and caused injury to 171 others. Crossing against the traffic signal caused the deaths of two persons and the injury of 62. Playing in the roadway proved disastrous to 46 children between the ages of 2 and 15. One was killed in this group and 45 injured.

Violation of the pedestrian right-of-way in a crosswalk caused the deaths of 14 pedestrians and the injury of 567. In 175 other instances—involving six deaths—where the driver was at fault the pedestrian was in a safety zone, in the sidewalk, working in the roadway or descending from a streetcar or bus.

"Extreme care must be taken at all times while crossing a street. Pedestrians should avoid crossing until the break in traffic comes. This involves

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only a short wait and may mean the saving of a life. There is no excuse or reason for jaywalking or crossing against a signal light. These are dangerous practices and the person who continually practices them is bound to lose," Larson warned.

The Safety Councils of the nation recently stepped up the drive to caution pedestrians in an effort to reduce the high annual accidental death toll as a result of carelessness.

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**FAIR TO CELEBRATE STATE'S BIRTHDAY**

California's Birthday Party will be held for 11 days at the State Fair in Sacramento and everybody is invited to help celebrate. The dates are August 31 through September 10 and the occasion is the one hundredth anniversary of California's admission to the Union in 1850.

The birthday party theme was decided upon at a meeting of the Fair's Board of Directors, presided over by Hal G. Hotchkiss of San Diego, vice-president of the board, who acted in the absence from the State of President W. C. Wright, Sacramento.

The directors emphasized that celebration of the State's anniversary is to be ultra modern in every respect. Dr. James E. McConnell, director from Sonora, who is chairman of the board's centennial committee, said he believes people are tired of wearing whiskers and dressing in '49er costumes. He suggested that the entire birthday fiesta should be modern and forward looking, rather than reminiscent of a century ago. Other board members agreed.

Secretary-Manager Ned Green said that opening day ceremonies at the Fair next fall might center around a huge birthday cake at the main entrance to the Fair grounds and that other special ceremonies would be built around the birthday theme.

Early day transportation companies, such as the California Navigation Company, hauled exhibits to the State Fair and returned them to the exhibitors free of charge.

**SOUTH-MARKET BOYS ELECT JUDGE BOSLEY**

Judge Bradford Bosley has been unanimously elected president of the South of Market Boys recently with Joseph Rae taking over as first vice-president.

Other new officials are Matthew Tarabochia, second vice-president; Don Dundas, third vice-president; Lloyd Jacot, financial secretary; Hugh M. Bell, recording secretary; William Benn, treasurer; Adolph Pelligrini seargent at arms; Jimmy Dhue, Sam Drugan and Frank McLaughlin, trustees.

Directors are: Judge Carl Allen, Judge Alvin Weinberger, Sheriff Daniel C. Murphy, Supervisor I. Joseph Sullivan, George R. Reilly, George R. Jileck, Charles Meyers, Edward Gaffney, Walter Chisholm, Supervisor Dan Gallagher, Bob Deiser, George Gilen, John Sliscovitch, Ed Smythe, George Miller and Nathan Cohn.

**APPEAL BOARD FOR FOREST USERS**

Establishment of a National Forest Advisory Board of Appeals in the Department of Agriculture is reported by Perry A. Thompson, U.S. Regional forester at San Francisco.

The Board, established by an order of Secretary of Agriculture Charles F. Brannan, is to advise the Secretary

on any appeals to him from decisions of the Chief of the Forest Service involving any public use of the National Forests and other lands under administration or control of the Forest Service. The Board will consist of five employees of the Department of Agriculture selected from agencies within the Department other than the Forest Service. Membership of the new Board will be announced later.

**FIVE SAN PABLO INCUMBENTS SEEK RE-ELECTION TO COUNCIL**

Five incumbent members of the San Pablo city council have formally announced that they will seek re-election to the city council in the election of April 11.

The five incumbents, Mayor Lloyd T. Bolt, Roy Cleek, Palmer S. Myhre, William H. Olsen and Ernest L. Wampler, indicated that they would run on the same program that was successful in electing four of them and retaining Councilman Olsen in a special election last year.

At that time they pledged to give San Pablo an efficient and economical operated city government and they

demand that city jobs in San Pablo be given to San Pablo people.

The candidates said recently, "As incumbent candidates we stand together on our record. We think that we have made a good record as councilmen for the city of San Pablo, and we want to be judged together on the basis of that record."

"We promise economy in city government if we were elected. We have kept that promise by keeping taxes at a minimum, and yet we have got as much for each dollar as it is possible to get."

**MALONEY SEEKS RE-ELECTION**

Thomas A. Maloney, who was first elected as a State Senator in 1924, and served in that role until 1932 when reapportionment cut down San Francisco's membership in the Senate from eight to one State Senator, at which time he was then elected to the Assembly where he has since represented the 30th District, will seek re-election.

Mr. Maloney's record has been most progressive, and his accomplishments over the many years he has served San Francisco, have been many.

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# Air Pollution In S. F. Bay Area

## Report by San Francisco Bay Area Council Including Summary, Conclusions and Recommendations

IT IS AN ACCEPTED and generally recognized fact that the Bay Area is not now concerned with any continuing degree of nuisance in the form of air pollution, excepting the malodorors created by certain sewage sludge areas, and by burning garbage and other localized situations which can be controlled.

The Bay Area is fortunate in having one of the nation's best locations for maximum control and dispersion of any existing air pollution by prevailing winds and other atmospheric conditions.

The Area is also fortunate in that it can approach this problem from a voluntary and cooperative point of view because no critical condition appears at this time, nor is expected to appear for a number of years. In some other industrialized areas possibilities of the situation were not recognized and there was little effort directed toward air pollution control until the situation became a definite nuisance. Thereupon, hastily-prepared legislation was enacted at a cost of time, manpower, equipment and public funds which created an economic loss to the community and the region. This can and should be avoided in the Bay Area.

### POLICY

The basic policy to be applied is that those sources of smoke and other pollution which can be eliminated without economic loss, and with due regard for the nuisance factor in environmental living, should be controlled by voluntary action of civic, industrial and other responsible community organizations.

This will aid in maintaining a maximum volume of fresh, unpolluted air. Selective industries and other community activities can use this air for dilution of any gaseous by-products. If this fresh air were not available, the cost of controlling the gaseous by-products could put the local industries in an unfavorable competitive position with other U. S. industries, and thereby reduce the volume of employment and economic well-being in the Area.

### FINAL RECOMMENDATIONS

The recommendations for Bay Area planning and action on control of present or anticipated air pollution which, according to responsible authorities is not generally acknowledged to exist in the Bay Area at this time, may follow this pattern:

1. Establishment of a Bay Area Air Pollution Group—or of a Bay Area Waste Disposal Group—which shall be

comprised of authorities in the field of sanitary engineering, in industry, governmental agencies. The Council would be to encourage and private or public technicians willing to undertake the formation of such a group as a committee of the Council if desired. This group would serve as a clearing-house of technical information, and provide other assistance and counsel in analyzing and recommending planning and action programs for the control of air pollution or, on the broader basis, on water pollution and other sewage and waste disposal problems affecting the present and future economic welfare of the communities and people of the San Francisco Bay Area.

2. The establishment of voluntary community programs in which operators of industry, commercial buildings and multiple dwellings, as well as the general public, co-operate with local government to reduce any existing or potential "smog" nuisance or air pollution which is controllable.

It does not seem essential to conduct an extensive research survey on air pollution at this time, as the costs and efforts involved would be more profitably directed toward the voluntary programs as recommended.

All such programs should be conducted with a minimum of public fanfare to the end that such voluntary control activities will not create a volume of adverse publicity about the apparently non-existing "smog" situation in the San Francisco Bay Area.

\* \* \*

### REPORT ON AIR POLLUTION IN THE SAN FRANCISCO BAY AREA

Prepared by the Bay Area Council on the problem of air pollution in the San Francisco Bay Area, and submitted for consideration by the Baywide conference of supervisors, and other organizations interested in taking any action required on this situation.

#### 1. THE PROBLEM

Air pollution has gained nationwide attention, particularly in Pittsburgh, Pa., Los Angeles, and other U. S. cities and metropolitan areas. The possibility of this problem in the San Francisco Bay Area has been given consideration by civic and industrial organizations and local government.

The Executive Committee of the this areawide development organization in making an informal study of

the air pollution situation, as requested by a Baywide conference of supervisors of the nine Bay counties, Bay Area Council approved action by through the office of Supervisor Edward Mancuso of San Francisco, acting Chairman.

Mr. Mancuso's request to the Council stated:

"As the result of the meeting held in the Chambers of the Board of Supervisors in the Alameda County Court House on February 16, 1949, concerning air pollution in the Bay Area, it was the consensus of opinion of the people attending said meeting that the matter be referred to the San Francisco Bay Area Council, Inc. They expressed the opinion that you might give this matter further study and make recommendations as to whether or not immediate steps should be taken by the Bay Area Counties for the purpose of forming a Bay Area Pollution District."

\* \* \*

### INFORMATION CONCERNING AIR POLLUTION

1) Definition: Air pollution includes: soil dust, gaseous by-products of manufacturing, gas exhaust from motor vehicles, and fuel combustion of coal, oil and other products, which, under certain conditions, may create a nuisance in the Area. In extreme conditions, air pollution may prove toxic to vegetation, animals and humans.

The scientific ultimate of all waste material, whether in the form of waste, liquids or gases, from all human habitation calls for its disposal by dilution, either into rivers, bays or oceans, or into the air. There is no such thing as eliminating pollution. There is only a problem of controlling the degree of pollution, so that it does not create a nuisance, nor become harmful to vegetation, animals or human beings.

2) Local Aspects: The San Francisco Bay Area is one of the world's most fortunately situated metropolitan regions in terms of air pollution, as well as water pollution. The volume of Bay waters moving in and out on each tide, according to authoritative engineering sources, are ample for disposal by dilution, after minimum treatment, of the sewage of more than 25 million people, or ten times the present population.

The atmospheric situation in the Bay Area, with the 450 square miles of Bay waters, and the Golden Gate serving as a wind funnel, provides a dilution zone for air pollution of similar magnitude. Prevailing winds in the Area provide a volume of air adequate for dilution of dust and fumes from an immeasurable total of industrial production provided that abuses are controlled.

3) Examples—Air Pollution Areas: It is generally conceded by responsible authorities that in California localities where there is any evidence of air pollution, the problems are concerned with dust and fumes, rather than

smoke. Practically all sources of smoke are already regulated, or can be regulated, quite easily under proper control measures.

A) Pittsburgh, Pennsylvania — notoriously known as "The Smoky City" for many years, has tackled this problem through the Allegheny Conference for Civic and Economic Development. This group has expedited the initial steps taken to abate the smoke situation in the industrial and residential area. It should be pointed out that the Pittsburgh situation does not especially relate to the Bay Area since their major problem was control of smoke caused by coal-burning industries and home furnaces.

B) The Los Angeles County area has received nationwide unfavorable publicity from its unfortunate experience with air pollution, or "smog", largely developed as an atmospheric nuisance during the war and postwar years, concurrently with Southern California's population and economic growth. Such cases involve a number of gaseous by-products emanating from various production sources, which may combine under certain atmospheric conditions to create new types of pollutants in the area.

There has been tight and rigid regulation established in both the Pittsburgh and Los Angeles areas, but wherever possible, as in the Bay Area, voluntary control is much to be desired.

The Stanford Research Institute has been conducting exhaustive surveys of the air contaminants in the Los Angeles County area under the sponsorship of the Western Oil and Gas Association, starting June 2, 1947, and still underway.

Quoting from that report—"Smog is a term made by combining parts of the two words 'smoke' and 'fog'. Properly applied in the Los Angeles County region, it denotes an abnormal weather condition in which man-made contaminants in the air mingle with haze or fog to produce a dense, smoky atmosphere. It results in a sharp reduction in visibility and causes irritation of the eyes, and sometimes of the nose and throat. 'Unpleasant odors are also some times associated in public complaints with smoggy weather conditions, but they almost invariably arise from local, easily identifiable sources, and are not genuinely connected with the more general and characteristic aspects of smog."

"Smog of the type which irritates the eyes is severe in the Los Angeles basin ten or twenty times a year, it attacks lasting four hours or less and occurring most frequently in the late morning hours of the summer and autumn months. It seldom occurs during stormy or cloudy weather."

"Although severe smog is not common, threshold smog conditions (of conditions approaching smog) occur with much greater frequency."

(Continued on next page)

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**AIR POLLUTION**

(Continued from page 16)

During threshold days a certain percentage of people find that their eyes are irritated, and measurements show the number of times they must blink is greater than normal. . . "As to the mechanism of smog. . . the air arriving over Los Angeles County at levels higher than the surface layer has been subjected to considerable downward motion which has compressed and heated it. The temperature contrast is further exaggerated when the bottom layer or seepage air is cooled from below, in passing over the relatively cold band of water up-welling just off the California coast to replace surface shore waters swept out into the Pacific by the high pressure area winds. The temperature inversion layer is a result of these phenomena. . . The inversion layer acts as a

canopy over the entire Los Angeles basin, preventing contaminated air from escaping vertically, and, by resting against the mountains, preventing it also from escaping toward the east. . .

"Those days on which severe smog occurs are strikingly similar with respect to certain meteorological conditions: a strong, low inversion must be accompanied by several days of stagnant air; and the temperature

veys required and in administrative agencies established.

\* \* \*

**III. TH ECURRENT "SMOG" SITUATION IN THE SAN FRANCISCO BAY AREA**

A brief study of the air pollution problem in the San Francisco Bay Area leads to the following preliminary conclusions as to the scope and intensity of the present problem:

(1) There does not appear to be any sound basis for consideration of air pollution or "smog", as a serious problem in the San Francisco Bay Area at this time. This does not mean that consideration should not be given to proper measures of regulation and control of any existing air pollution situation and the Council's recommendations will establish this approach.

In the few cases where some concern has been expressed by various public and private agencies, including the press, at to air pollution in the Bay Area, these cases have been traced to unusual atmospheric conditions bringing malodors from the sewage sludge areas at the eastern end of the Bay Bridge and in San Leandro Bay, or from industries whose gaseous by-products are usually diluted eastward by offshore winds.

(2) The phenomenal growth of the San Francisco Bay Area in the past ten years, bringing nearly one million new residents, tens of thousands of new homes and more than one-half billion dollars in new and expanded industries into the nine Bay counties since 1940 may lead to the assumption that a larger volume of air pollutants are released into the atmosphere of the Area than existed to that time. It should be pointed out, however, that the majority of these new industries and new dwellings are not necessarily of the type that produce air pollution, and those that do, have taken more than adequate steps to recover such wastes as useful products, or to avoid creating a nuisance under normal conditions.

(3) In the Bay Area, there have been only two incidents in the past two years that resemble nuisance "smog" as it has been reported in other areas. There is no evidence as to where these originated beyond the fact that climatical conditions at that time were most unusual, and wind drifts which normally move air pollutants upwards and away from inhabited areas as reversed their course to bring the malodors to the attention of San Francisco and other Bay Area communities.

(4) Industry problem: The majority of Bay Area industries have consistently practiced technical and engineering controls of gaseous and other waste by-products over a long period of years. The petroleum refineries of Richmond and the North Bay Area have pioneered many of the nation's outstanding installations of equipment for recovery of gaseous by-products, in many cases to the economic advantage

(Continued on page 19)

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must be above normal for the time at which the smog occurs. . .

"Other industrialized cities also have their air-pollution problems; those of Pittsburgh and St. Louis are notorious. And there have been isolated instances of air contamination sufficient to cause eye irritation in New York, Chicago, Paris, and Rome. But in these cities it is a rare occurrence. Frequent and powerfully eye-irritating smog appears to be peculiar to the Los Angeles area."

The Los Angeles County program to control air pollution has involved heavy expenditures in engineering sur-

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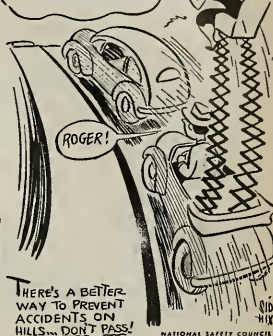
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**WHIT HENRY**  
(Continued from page 2)

many times crew champions. Then he mentions Charles Sava, the wizard of the Crystal Plunge girls swimming team. Now coach of the track team of the Olympic Club, and former coach at Stanford, Leiser puts up the name of Dink Templeton and for baseball he presents the name of Lefty O'Doul. An impressive list and all Californians of this great Bay Area can be justly proud of them.

\*\*\*

I AM NOT IN THE BUSINESS of giving advice to people who wish to invest money. However, if I were, I would advise investors to organize a company to build parking lots for automobiles at the ends of the two cable car lines that terminate at the foot of Hyde Street and at the northern end of Taylor. At the present time there is plenty of room for people to park their

cars. Smart people are doing that, getting on the cable cars that terminate there, and in a few minutes they are in the heart of downtown San Francisco. Of course other San Franciscans are spending lots of time trying to find a place to park where there isn't a place to park; and they complain the loudest of the traffic problem. I also realize that a simple answer to a difficult problem is difficult for people to comprehend.

\*\*\*

BASKETBALL SEASON is over and some people have been willing to name what they "modestly" call All American Teams. Also, a group of men have attempted to name the greatest sports figures of the first half of the present century. Before there were all American basketball selections there were basketball teams and on of the best represented the Oakland Y.M.C.A. A truly great player of an earlier era was George Hjelte of the Oakland "Y". He was

acclaimed by many as the greatest player in America. If you question the truth of this paragraph, just ask any competent authority on basketball who is 50 years or older.

\*\*\*

I LIKE TO THINK that is possible to eat around the world without leaving San Francisco. As a matter of convenience, I wish that the telephone company would, in the yellow section list restaurants by the types or nationalities of the food they serve. And I also imagine that any restaurateur, proud of his potables, would not object to such listing.

\*\*\*

EVERY SUNDAY THE STREETS of San Francisco are jammed with automobiles which are filled with people


who are only going for a ride in the fresh air. At the same time, street cars and busses travel on their schedules with most of their seats unoccupied. And many San Franciscans would like to acquaint themselves with the new lines that have been added to present day Municipal system; but alas, and alack, it costs too much to take the family at 10c per person per trip. But there was a time when one could purchase a Sunday pass for 25c. It was good business then. Wouldn't it be good business today?

And weekly passes might be a good thing too. I don't profess to know the economics of the problem, but I have seen the speed with which cars and busses are loaded and unloaded in St. Louis, Mo., and there a person without a pass is a rarity.

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**AIR POLLUTION**  
(Continued from page 17)

of the firms and the communities. Many important products, such as sulphur, hydrogen sulphide, sulphuric acid and other acids, organic and non-organic chemicals are extracted from by-products of petroleum plants, and from other industries of the Area.

A typical example of pollutants control is the installation of the bag house and towering landmark of the giant smokestack of the American Smelting and Refining Company, near Selby, on the north Bayshore. One of the world's tallest smokestacks, rising 605 feet in height, these units were built by the company to eliminate possibility of nuisance from sulphur dioxide gases or damage to vegetation in that area.

In years past, the by-products of abattoirs, meat-packing plants and fish canneries were burned with malodorous effect, but this has been controlled by ordinance in which by-products are refined to dry meal under special controls. The odorous elements are now even scrubbed from the smokestacks so that even the traces of malodors from controlled drying will not be carried out of the plant.

Burning sawdust pits and stacks in Bay Area lumber mills and yards are also a possible factor in air pollution to some degree, although in most cases such plants are located where dilution by prevailing winds creates little nuisance.

Industrial viewpoints on air pollution have normally been to maintain a constant engineering check of solid, liquid and gaseous by-products to reduce the element of economic loss to the minimum by conversion of such materials to profitable uses. Most industries have also shown an increasing regard for friendly relations with employees, the community and the general public by the reduction of various nuisance factors possibly caused by industry in the Area. It is only where the cost of such control factors reach a point where it is impossible to operate economically, that such situations call for industry - community cooperation and agreement. These factors of waste disposal, involving air or water pollution, have been taken into consideration for a number of years in the location of new plants or expanded industrial facilities in the Bay Area, with the cooperation of chambers of commerce and other civic and industrial organizations.

In fact, two major Bay Area industries have odors of normally pleasant impact on the residents and visitors to the Area. Coffee and chocolate processing create definite aromas which are familiar to many generations of San Franciscans, and these industries have been major sources of employment and revenue to Bay Area commerce for nearly a century.

(5) Community Problem: In many Bay Area communities, however, open raw sewage outfalls continue to exist as an air pollution factor, especially

in the East Bay areas, and in such cases as the outlets adjoining the Candle Stick Cove housing area. In all such cases where raw, untreated human sewage is being discharged on shores and in sloughs of the Bay there is bound to be a continuing malodorous air pollution, especially when prevailing winds carry the stench inland to residential areas.

Action: The installation of huge sewage disposal treatment plants in San Francisco, Oakland and other Bay Area communities is beginning to reduce this malodorous air and water pollution so that, within the next two years, it is expected much of this type of contamination will be materially eliminated.

Preliminary conclusion: While the majority of industries and communities in the Bay Area are taking steps to control air pollution it may be necessary to consider the initiation of voluntary community control measures that will insure minimum impact of smoke and gaseous by-products from some manufacturing facilities. The over-all situation here is not comparable to the air pollution created by plants in the Los Angeles harbor area as they currently affect the Pasadena-Alhambra residential area, with the possible exception of the East Bay. Normally much more favorable air dilution conditions exist in the East Bay, which will disperse, in proportionately larger volumes, industrial by-products without malodorous or other nuisance effects.

\* \* \*

**IV. POSSIBLE EXISTING NUISANCES IN THE BAY AREA**

(1) Burning garbage dumps are one of the localized sources of air pollution in many communities of the Bay Area. San Francisco and Oakland garbage is never burned, as garbage disposal authorities in these cities believe that the value of burning for space-saving or other purposes, does not outweigh the nuisance created by garbage smoke and fumes. Any fires seen on garbage dumps of these two major cities are from spontaneous combustion, and are quickly extinguished.

Numerous other Bay Communities, however, continue to burn rubbish at their garbage dumps. In many cases, these cities are among those most interested in attracting residential development to their area.

From unpublished work by others (SRI Report) it has been shown that burning rubbish and especially green wood cuttings may produce as high as 600 parts per million by volume of formaldehyde in the vapors, which are definite factors in the eye irritant quality of contaminating air pollution in the Los Angeles area.

(2) Automobile exhaust gases have been shown, by scientific test under some conditions, to carry some concentration of higher hydrocarbons, in addition to carbon monoxide.

The increase in the number of gas  
(Continued on next page)

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**AIR POLLUTION**  
(Continued from page 19)

combustion motor buses used in the Bay Area during recent years, together with the tremendous expansion of the trucking industry, and other passenger and express automotive equipment, has undoubtedly increased the volume of air pollution from these sources. This is especially true when gas-driven motor vehicles are of the older type, with poor combustion and leaky manifolds.

In cases of certain types of gas-combustion engine buses, where the exhaust manifold is located at the lower rear of the vehicle, the exhaust gas discharge may be drawn into the ventilating front of the following vehicle, especially when they are parked in close proximity at stop signals.

California, because of its high standard of living, now has the largest number of automobiles of any state in the nation and the Bay Area had a total registration of 886,093 passenger and truck vehicles registered by latest record (1948). This is an increase of 15.9% over the registration for 1946—764,400.

(3) Engineering experts have pointed out that some "smog" factors, where black or dark-grey smoke is seen coming from certain plants, hotels, commercial buildings, and apartment houses, can be minimized by attention to highest efficiency in furnace operations, which also conserves fuel costs for the industry.

In many instances, faulty combustion of carbonous fuels is due to need for haste in firing furnaces during early morning hours, or to adjustments of fuel feeding service which yield heavy smoke and pollutants. The increased installation of natural gas heating equipment, and the decreasing usage of coal, low grade fuel oils and other high carbon-producing fuels in Bay Area plants, commercial buildings and dwellings has substantially reduced this factor in present and future air pollution volume.



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**V. RESEARCH APPROACH TO AIR POLLUTION**

The Council has reviewed the possibilities of a technical and detailed research study of air pollution in the Bay Area with several important agencies which are equipped and prepared to conduct such surveys.

On the premise that the facts about air pollution in the Bay Area would be a guiding point for planning and action to control such a nuisance if it exists, the Council has conferred with Stanford Research Institute (Air Pollution Laboratory) and with Air Research Associates, of Pasadena, California, and has reviewed similar steps toward air pollution research recommended in other areas.

These projects generally recommended extensive and expensive research into the atmospheric and meteorological factors of the Bay Area, into public opinion in the communities, and into chemical and physical studies showing the amount of dust and soot, sulphur dioxide and other gases, and the visibility expressed in the air.

Other aspects of air pollution research may cover the trajectories, or pathways, of air pollutants; the possible maximum concentration of air pollution and where it might occur; the effect of air pollution on homes, business, land values and industrial growth of the area.

All such studies would ordinarily lead to a series of recommendations to correct and control any existing air pollution beyond the normal, non-nuisance situation to be expected in a large metropolitan center of population and industry.

However, from the facts available, it is not believed any extensive research project is justified at this time.

This report is another contribution to the development of the San Francisco Bay Area. It is one of a series of studies and reports issued by the Bay Area Council to stimulate action by communities and organizations interested in the future growth of the Area.

The Bay Area Council can and does assist other organizations in the nine counties bordering the Bay to unite their forces in planning for the general development of the Area, in solving area-wide economic problems and in advancing the interest of the people of the Bay Area as a whole.

The effectiveness of the Council's program of research, planning, and promotional development is increased by studies of this kind.

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## JUDGE M. I. CRONIN

(Continued from page 6)

ring marital partners. In this effort he takes advantage of the constitutional provision of a Children's Court of Conciliation that may use the resources of the Juvenile Court.

"Sometimes the couple goes back together," he says. "Not too often, but when one reconciliation is effected, it is worth all the effort of the failures, especially when one considers the children."

### ONLY AMBITION

Judge Cronin, from his experience on the juvenile court, believes that the cause of delinquency among minors is not entirely parental failure. He looks further and sees the cause as poverty and factors that could be improved. Divorce is another major factor of juvenile delinquency, he believes.

Judge Cronin says his only ambition is to be a good judge. As long as he remains on the bench, it probably will be that he is a good judge, but it may not be that he serves in a state court. The federal bench may call him. At first glance this may seem to be something of an impossibility. But closer consideration reveals it is not beyond the probability of chance.

In 1952 there will be another presidential election. It would not be too surprising to see Governor Earl Warren of California the successful Republican nominee—ending the generation-long reign of the Democrats.

If Governor Warren makes a successful campaign for a third term as California's chief executive and Senator Robert A. Taft of Ohio doesn't do so well this year in seeking his reelection to the Senate, Warren will be a strong contender for the Republican nomination.

His defeat in 1948 as a running mate of Thomas Dewey of New York, now known to the trade as the individual who was always the bridesmaid but never the bride—means little. That show was a Dewey show and Warren was just along for the ride and it is generally understood that he had nothing to say concerning the means of transportation or the direction things took.

### BE DIFFERENT

But as head of the ticket, things might be different. The way things are going these days, the first generation of Roosevelt voters is wondering more and more about the facts and trends of the Truman Administration. Election of a Warren-type Republican would not be an impossibility.

Neither Cronin, nor his mentor, the Governor, are deep-dyed conservatives. Warren sometimes has been accused of being more of a Democrat than a Republican and in the light of his record, he would be a more attractive candidate than Dewey — or James Roosevelt.

It is notable that Warren's first appointment of a superior court judge in San Francisco, named Cronin to the court.

But regardless of such political  
(Continued on next page)

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**JUDGE M. I. CRONIN**

(Continued from page 21)

speculation, Cronin is content to remain on the bench. He would like to be elevated when and if opportunity ever presents itself, but he has no political ambitions. That was signified by his refusal to seek the congressional seat left vacant by the death of Congressman Dick Welch.

"I couldn't afford the job," he says.

Only the fact that a new book of judicial ethics prevents judges from taking active part in partisan political campaigns prevented him from managing the campaign of John Shelley, the labor leader Democrat who defeated the Republican candidate for the congressional office.

Meanwhile, waiting for the winds of political to rescue the currently derelict national Republican ship, Cronin will continue as a judge of San Francisco's Superior Court.

On the bench he will continue to be a bit independent, announcing his rulings as he understands the law and circumstances rather than as he thinks the higher courts might understand them.

When the results are recorded, it probably will be found that he gave blinded Justice a bit of vision and, in so doing, wrote a notable record.

**RIDGELY CUMMINGS**

(Continued from page 4)

with the street corner, the exact shades to be determined by the city art commission. It would be the same sort of goodwill, institutional advertising that is helping to keep the California Street cable cars running.

Such benches would help restore to our city the leisurely, manana way of life that distinguished California in the early days and which is fast disappearing, overshadowed by bills to pay, production norms to meet, high blood pressure and coronary thrombosis. At least they would be a step in the right direction.

\* \* \*

Publisher Geo. H. Allen has told me I can have a free hand in writing these columns so long as I make them pertinent affairs and worthy of printing in a magazine devoted to good government. I've struggled long and hard with the following item and finally have decided that it is suitable for use herein because it will be of interest to the department of sanitation. It is a quotation from the Coastside Comet, a sparkling little weekly published by Mel Hanson in Sharp Park, and is quite brief, to wit: "Cisco says, I look for house to rent in country. I find, but it have no bathroom. Is uncanny, no,"

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MAY, 1950

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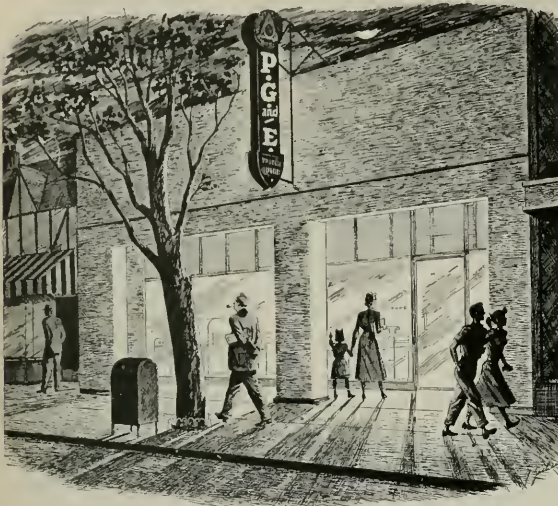


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(See story on page 5)

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VOL. 17—NO. 5

MAY, 1950

## Around and About

By WHIT HENRY

THIS IS TO REMIND YOU again that on May 20 the Frederick G. Bunch Post of the American Legion will sponsor a Barber Shop Quartet concert at the Veteran's Auditorium, Van Ness and McAllister. Barber shop harmony is an American institution and concerts of this type are playing to standing room all over the United States. If you wish to be certain of having a ticket, call Ken Allen at HE. 1-1212. He will be glad to accommodate you.

PEOPLE REFER TO CHICAGO as the Windy City, but are they correct? (Montgomery St. is windier.) Actually, Chicago is a city of onions, having gotten its name from a Chipewewa word, she-gua-ga winshe—meaning "wild onion." The fact that Chicago is today the United States onion center is probably a coincidence. The bulb has a 3,000 year history. The Egyptians gave it divine status; Homer wrote of it; Emperor Nero was nicknamed "Onion eater;" the Welsh attribute their strength to it. The onion was introduced to the United States by the Spanish around 1500, and is today a \$100 million crop.

THE GREATEST OF BASEBALL classics, "Casey at the Bat," written by Ernest L. Thayer, was a recitation and immortalized by countless renditions of DeWolf Hopper.

Hopper recited it first in 1885. Two teams playing in New York were to make a baseball night at Wallack's Theatre where Hopper was appearing at the time. That very day a friend of Hopper named Archibald Claverling Gunter had read "Casey" in a San Francisco paper and cut it out. He suggested that Hopper recite it from the stage that night. It was a hit and DeWolf spent the balance of his career fighting the demands of audiences for the same verses.

For years Hopper sought the identity of the author behind the initials E. L. T. on the original copy. One night while playing in Worcester, (Continued on page 12)

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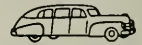
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## Graybiel Heads "Second Century" New Expanded Chamber Program

COMPLETION OF ONE HUNDRED YEARS of community service is the springboard on which the San Francisco Chamber of Commerce has launched a broad new program of expanded objectives and activities, according to Lloyd E. Graybiel, vice president of American Trust Company.

Graybiel, a director of the Chamber and general chairman of the new "Second Century of Progress" Program, said the program has been pains-

takingly planned with the object of expanding the Chamber's capacity to help San Francisco and the Bay Area "meet the challenge of the future and go forward to greater achievement."

Crux of the program, he said, is a series of business group conferences scheduled by the Chamber to obtain the best thinking of civic-minded business and professional men and women on the subject of planning now for future needs in community development and business promotion for the area.

From now on, Graybiel said, regularly scheduled meetings of different business and professional groups will be held. Problems affecting each group will be aired, solutions sought, and suggestions made for expanding activity of the Chamber in each field.

Two such meetings have already been held, he reported. These were conferences of retail merchants, presided over by Chamber members R. S. McConnell of Robert S. Atkins, Inc., and Paul Elder Jr., of Paul Elder & Company. The Chamber's objectives and activities were outlined at these meetings and valuable suggestions were submitted, Graybiel said, by the retailers for study by Chamber officials and committees.

Other business groups, such as manufacturers, wholesalers, construction, transportation, automotive, finance, real estate and insurance, and



**LLOYD V. GRAYBIEL, V. Pres.**  
**American Trust Company**  
**Heads S. F. Chamber Committee**

professional services will be included in conferences for the weeks and months ahead, according to Graybiel.

"The Chamber's 'Second Century of Progress' Program is immediate and long-range in character," Graybiel said. "It requires the counsel and assistance of Chamber members as well as other interested citizens. Our plan is an aggressive, systematic approach to the building of an adequate program which we feel will benefit all of San Francisco and the Bay Area," he added.

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## Ridgely Cummings looks over the Arboleda



THERE is now a segment of land in Golden Gate Park that will be known to future generations as the "Arboleda of the Americas." Arboleda is the Spanish for "grove." It is a moot question why the Pan American committee did not go whole hog and call it Alboleda de las Americas or else Grove of the Americas.

Anyway the point is not too important. Possibly a mixture of Spanish and English is a good thing for Pan American unity, which is the purpose of the arboreal symbol.

The dedication of Pan American Grove, if I may call it that, took place on Easter Sunday last. The weatherman cooperated after

antics the previous day that had the committee worried. Also cooperating above and beyond the line of duty was the San Francisco Municipal Band under the direction of Phil Sapiro. At four o'clock Sunday morning Mr. Sapiro had marched his trusty band (pun intended) up the slopes of Mt. Davidson for the sunrise ceremony. That same afternoon the band provided North and South American melodies for several hours while the dedication ceremonies proceeded. All this without benefit of seats, which emphasizes the stamina of the musicians.

### PAN AMERICAN GROVE

Pan American Grove is near 14th Avenue and Lincoln Way in the park. The dedication ceremony was set for 2 p.m. As I have remarked, it was a sunny afternoon and it seemed that everybody and his brother had decided to take a spin through the park that afternoon following church services. Parking was a problem that took a half hour to solve. Although we had started early my party did not get within earshot of the band until after two.

We approached the Arboleda of the Americas through winding paths, guided by the sound of music. When we arrived we found a triangular plot of cleared ground. Across the base of the triangle was a row of green park benches, already filled. Up toward the apex was a roughly built grandstand, provided, as Chairman Stuart R. Ward told the audience, by M. A. Craemer of the Marine Exchange. The railings of the grandstand were hung with velvet banner, carrying the coat of arms of the 21 Pan American republics. At the front of the stand was a microphone and before it waved a cluster of flags of the countries represented.

Between the stand and the audience stood the doughy band to the right. To the left stood a squadron of photographers. In the center was a flower pot with a green shoot about three feet high.

Until two-thirty Mr. Sapiro led his

musicians alternately through U.S. and Latin American melodies. In the interval between the pieces, laughter and conversation in Spanish came over the loud-speaking system. Those on the platform seemed old friends in a gay mood. They were seeing, as several of them said later, a dream come true, the dream of an enduring symbol of hemispheric friendship being dedicated in the most cosmopolitan of American cities—San Francisco of course.

Stuart Ward, whose official title for the occasion was chairman of the Pan American Day Joint Committee, started things off by signalling Mr. Sapiro for the Star Spangled Banner. Everyone rose and stood in silence. Then, before the speeches began several people wandered off and my party found seats, which was a blessing from the point of view of taking notes.

The chairman's first words were: "Good afternoon, amigos and friends. Today we are realizing the dream of Dr. Oscar Galeno of Chile."

Mr. Ward went on to describe Dr. Galeno's concept of a local symbol of the eternal friendship between the U.S. and the 20 Latin American nations, discussed the longevity of trees, mentioned the sinking of the Maine in 1898 and Cuba's subsequent fight for Independence and then, before introducing the father of the idea closed with a quotation from the Cuban patriot Jose Marti:

### QUOTE CUBAN PATRIOT

"It is the hour of the recounting and the united march and we must go forward, firmly pressed together, like the silver ore at the roots of the Andes."

Dr. Galeno expressed his great pleasure at participating in the dedication. He said that after two years of correspondence with ambassadors and consuls of the nations involved, all twenty trees had arrived and are undergoing a "conditioning" treatment so they will thrive in our climate. A

(Continued on page 15)

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# EDWARD V. MILLS, Outstanding Citizen

## Vice-President and Controller Fireman's Fund Group

By WILLIAM FLYNN  
Special Writer — The Record



Here is the chronology of his executive positions:

In 1931, elected secretary and treasurer of the group.

In 1938, elected controller.

In 1944, elected controller-treasurer.

In 1947, elected vice president and controller.

In 1948, elected director of Fireman's Fund Indemnity and Western National Indemnity, Home Fire and Marine and Western National Insurance Companies.

### HANDLING THE DUTIES

Handling the duties of those successive jobs, it might be considered that twenty-four hours a day were insufficient for him to accomplish all that was required of him—and still not be a stranger in his home. But here is what he was doing to implement his philosophy that every good citizen should do more than give lip service to the responsibility of aiding good government and civic betterment.

Director of the San Francisco Chamber of Commerce.

Governor of the San Francisco Employers Council.

(Continued on next page)

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**E**DWARD V. MILLS, VICE-PRESIDENT AND CONTROLLER of the Fireman's Fund Group, deals in more than statistics of total premiums paid versus payments to policy holders plus operating costs.

That occupation, which would require all the time and energy of an average individual, is merely a sideline or avocation as far as he is concerned, it appears.

His principal mission in life is working continuously for a bigger and better San Francisco. He receives no monetary compensation for his real work—fulfilling the responsibility of a citizen who realizes his real obligation to his city and community.

### DIFFERENT FROM MOST

Unlike most big business men, who generally are a bit tongue-tied and inarticulate when asked why they do something that does not have an immediate return in terms of dollars and cents, Mills is quite sure he knows exactly why he devotes so much time and effort to civic work.

"People," he said, "should not stand back and find fault or merely give lip service to an idea. They criticize but they won't do anything to correct the deficiencies that cause the complaints. To be a good citizen, an individual must be willing to work for good government."

### DISTINCTIVE INDIVIDUAL

It is this desire to be a "good citizen," plus the ability and energy to do something about it that makes Mills one of those distinctive individuals who have made San Francisco an international institution. In reality, he is the present day counterpart of the Empire Builders of an earlier era—the Floods, Mark Hopkins—who built a strong and sturdy foundation for the city's present and future greatness.

A short, energetic individual, of average stature, thinning gray hair, Mills is neither a man of show nor shyness. He strides through the city with a bouncing step and a sharpness of decision that indicates he concedes the possibility that he may be wrong but is certain that he never is in doubt.

### TALKS WITH HUMOR

He talks with quiet humor. But there are times when his comments are terse and colorful. They could be ranked with the best the hard-boiled waterfront individual might utter to one who challenged his right to be an individual in a section where everyday trials and tribulations separate the men from the boys,

Mills is a product of the San Francisco that grew from the ashes of the 1906 fire and earthquake. In many ways, he is the personification of the achievement that is symbolized by the majestic downtown skyline that can be contrasted with striking effect in comparison with pictures of post-April 18, 1906 and 1949.

### SAN FRANCISCO BORN

He was born, the son of Edward J. Mills and Whilmena Mills, in San Francisco on February 16, 1889. His formal education was limited to the learning that could be obtained at the Columbia Grammar School that once operated at Harrison and Twenty-sixth streets.

With his wife, Gertrude Ball Mills, who lived next door to him when they were children and whom he married on March 4, 1909, he lives at 850 Powell street. They have two children, Edward V. Mills, Jr., a lawyer; and a daughter, Mrs. Gertrude Helen Ford; and six grandchildren. The only personal pictures in his cool, spacious California street office are those of the grandchildren, four boys and two girls.

### TOP BALL CATCHER

The outstanding achievement of his youth was his development as a baseball catcher to almost professional league skill. In fact, one half of the Mills battery of the era was one Harry Krause, who three times in later years starred as a left-handed pitcher in world series games.

Baseball was the thing in Mills' life until the fire and earthquake scorched and jarred San Francisco on that memorable occasion of earthy restlessness on April 18, 1906. From then on, things were different.

With the city practically in ruins, Mills climbed to the top of the unfinished Nob Hill structure that was to be the Fairmont Hotel and viewed the burned, blackened and devastated area below. Such a sight might have tended to discourage an individual who was

typically American in his desire for a share of the good things life could have.

But the youthful Mills was something like the optimist of the pair who were contemplating a bottle of whiskey.

Said the pessimist:

"Its half empty."

Said the optimist:

"No, its half full."

Mills saw not ruin and defeat. He saw an opportunity for a new start for San Francisco, with the dirt and dross cleared away, the worn and faded paint stripped from the canvas that then presented a pristine area for a new and better work of art.

"None of us thought of leaving San Francisco," he recalls, with some expression of mild astonishment that such a question would occur to anyone. "We just stayed and went to work."

After cooking and eating at the curb for almost six weeks, the chimney being in no condition for a fire, the Mills family finally moved back into their home and he became the executive of a pick and shovel for almost a year at the rate of \$3 a day.

### EXPERIENCE DECIDED

"That experience decided me to learn a trade," he says.

He also thought that the rewards for the new type of labor might be greater.

Out to the Union Iron Works he went and became a machinists' helper. That lasted for about a year, because he believed with a bit of practical judgment that if a man knew a trade he could find a job anywhere in the world.

But he also decided that he wanted to make more in the way of money than a trade would provide. He discarded banking, the law, and salesmanship and concentrated on the insurance business in the administrative field. He made his debut in that profession in 1911 and has been at it ever since with marked success.

His pursuit of success as an insurance executive took him to the East. He became familiar with the problems of corporate affairs and held executive positions in Philadelphia and New York. When the Fireman's Fund began indemnity operations in 1930, he was picked as secretary and returned to San Francisco to direct its nationwide operations.

**EDWARD V. MILLS**

(Continued from page 5)

Director of the San Francisco Boys Club.

Director of the Downtown Association.

Director of the American Cancer Society of which he is presently serving as president of the San Francisco County Chapter.

Organized the Bay Area Aviation Committee.

Served for one year as a member of the San Francisco Police Commission, appointed by Mayor Roger Dearborn Lapham.

**SERVED AS PRESIDENT**

Served as President of the San Francisco Council of the Controller's Institute of America.

Served as a member of the Grand Jury, resigning when appointed to the Police Commission.

Organized and served as president for three terms of the Accountant's Association of San Francisco.

Organized and served as a member of the Advisory Council of the Peninsular Chapter of the Order of De Molay for Boys of California.

Served as chairman of the citizens committee that sponsored successfully the \$20,000,000 Airport Bond Campaign of 1945, held a similar post during the 1948 airport bond drive, and again in 1949 when the citizens approved \$10,000,000 for the airport, and \$4,000,000 for the water department.

Served as President of the Commercial Club.

With the airport and water bond drive out of the way, he agreed to serve as a member of the committee in Northern California that is sponsoring the governmental reform program outlined by former President Herbert Hoover. He also accepted appointment to the newly established City Parking Commission which probably will be one of the most influential municipal departments when its gets underway after organization pangs.

**VARIED SUCCESSES**

Successful both in free enterprise and public civic work, Mills is firmly convinced that its best to be a "bear" on the future of San Francisco, of California, and of the United States.

He is not a pessimist who thinks the future is filled with peril, that the world, in effect, is going to hell in a hand basket on a downhill grade.

There is nothing wrong with the city, the state, and the nation, he believes, that hard work and argument won't cure. He believes that the slightly mild war between some theories of government—politics—and business is a good thing.

It is through these arguments, he says, that the people become sufficiently informed to establish their own judgments. And he has considerable faith in the ability of the people to render the right and correct judgment.

On the subject of the individual's responsibility for active participation in government, he is emphatic. He be-

lieves that everyone should take an active part in civic affairs; that they should be obligated to do so in the same manner they are obliged to vote.

"And I think voting should be made compulsory," he says.

Recognition of this responsibility is particularly important at the present time for those who are indulging—and benefiting—in the growing greatness of the West, he believes.

With the population of California now estimated at more than 10,000,000 persons, merely a hundred per cent increase in the last decade, there are problems that require the best brains to be found among the citizens and the politicians, he says.

The fact that the citizens are required to make more capital expenditures for governmental operation and services, such as \$250,000,000 for new schools throughout the state, is not frightening or dangerous, in his estimation.

**MORE OPPORTUNITY**

Rather, in this case the "bottle is half full" for it means there are more people in California, more opportunity for business, more chance for a greater state.

The time to be worried, he believes, is when the school houses are empty, rather than over-crowded, when the airport is idle and weedgrown rather than jammed with traffic, when anyone can find a parking space anywhere rather than when a haven for an automobile is practically impossible.

"When that happens," he says, "the city is dying."

"Of course, so far as everyone is concerned, there is the problem of a heavy national debt and the dollar has lost some of its value as compared with yesteryear. But he agrees that never in the modern history of the area and the nation have so many had it so good.

"The whole economy is good," he says.

In his civic work, Mills has not batted a thousand. But, like a judge of good big league baseball, 300 in his estimation is well up to standard. To keep that average and more, he keeps trying, seeking to average out the statistics and is fond of quoting the comment of an old friend, one Thomas A. Edison in this regard:

"From statistics come averages and in averages there is opportunity for man and for profit."

**TREASURE ISLAND**

One of Mills efforts that was uncrowned with direct success, although the game may be unfinished and in the interlude of a seventh inning stretch, was his attempt to establish an airport on Treasure Island.

When the mid-Bay Exposition site was reclaimed, its ultimate fate was to be an airport, right on the frontdoor steps of San Francisco and Oakland.

The war came along and so did the Navy and scooped up Treasure Island and really put a stop to the airport de-

velopment. But the city did not lose: The federal government installed \$10,000,000 worth of improvements at San Francisco International Airport in San Mateo County in exchange for a deed to Treasure Island in which the citizens of San Francisco had invested the grand sum of \$38,000 in tax funds.

"Return of Treasure Island to the city for an airport would require an act of Congress and I don't think there is much chance of that," Mills says.

This failure of a civic effort explains one of the reasons for his success. Rather than abandoning his efforts to give San Francisco and the Bay Region better airport facilities, Mills turned around and sold the citizens \$30,000,000 worth of bonds for improvements of the airport they did have in operation.

The philosophy of all his civic work in these undertakings is his belief that the city cannot achieve its ultimate greatness unless more experienced business men give more time to civic work.

The president of the Chamber of Commerce, for example, should not

be an active business man engaged in battling the world and his competitors for a living and future economic security.

"He should be some retired, successful business man who is able to devote his full time to the work," Mills says. "He should have the time to think about the job, to attend meetings, to do the work without hurting himself or his own business."

As an example of the ideal worker, he cites Lyle Brown, retired telephone company executive, who is now head of the city's parking commission.

"When there is a meeting," says Mills, "Brown can go. He has the time."

Such are the beliefs and characteristics of the man which cause him to be recognized as an outstanding citizen of the community. Were it not for Mills and men of his faith and calibre, men whose unselfish work and expenditure of energy are freely given for the benefit of others, none of us would have the advantages of the present or be heir to a future that is certain to be bountiful.

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## Former Police Chief Tracy Heads East Bay Green Cross Drive

**U**NDER LEADERSHIP OF ROBERT P. TRACY, Oakland's former chief of police, the Eastbay Chapter National Safety Council now is conducting a campaign for \$50,000 to finance its year-round program of accident prevention.

An active participant in safety activities during his tenure as head of Oakland's law enforcement body, Tracy, since his retirement last year, has devoted countless hours to the advancement of the Green Cross program, Clarence A. Miner, president of the Safety Council, who announced Tracy's appointment, said.

"His interest in the community's safety comes from first hand knowledge of the local accident problem gained in his thirty years of police work," Miner declared.

"Under such inspired and enthusiastic leadership the Green Cross is assured of a successful campaign which will mean continuation and expansion of local safety activities."

Emphasizing the importance of support of organized accident prevention work, Tracy stated: "The elimination of accidents is vital to the public interest. Accidents produce economic and social loss, impair individual and group productivity, cause inefficiency and retard the advancement of standards of living.

"Great numbers of people in all walks of life are unaware of accident dangers and how to avoid them. There is constant need for emphasis upon the responsibility of the individual in the observance of sound safety practices in the home, on the street, at play and at work."

As proof of the effectiveness of Green Cross activities in the reduction of accidents, Tracy called attention to the East Bay accident record.

In 1944, the year before the Green Cross was organized, the accidental death toll for the ten East Bay cities was 480. Last year, he pointed out, the total was 291.

Among Safety Council activities, formulated by East Bay civic leaders serving on the board of directors and executive board, are:

Pedestrian and motorist safety projects, including stenciling of safety reminders on the streets, installation of road signs, sponsorship of traffic



**ROBERT P. TRACY, Former Chief  
Oakland Police Department**

education classes, teen-age journalism contests, and public information services:

Weekly radio broadcasts on station KLX of Eastbay accident news; Industrial safety contests; driver testing; commercial fleet contests; child and home safety projects; film library and speakers bureau service; and publication of the "Green Cross Circle," a monthly newsletter of current safety activities.

**STOP, LOOK AND LESSEN** grade crossing accidents, the Green Cross advises. Slow up before the crossing—don't stop dead at it. If the train gives a hoot for your life—so should you.

A speed violation is reported in nearly one-out-of-three fatal auto mishaps, the Green Cross warns. For a lot more safety go just a little slower.

## Take Extra Care

If you've never driven a car, be particularly careful when you walk in traffic lanes. According to the California State Automobile Association, nine out of every ten pedestrians killed in traffic are non-drivers who fail to understand the problems of the driver in seeing and avoiding pedestrians.

**M**AYOR ELMER E. ROBINSON has endorsed the annual Green Cross safety fund appeal for \$60,000.

"The prevention of accidents in our city is the business and the responsibility of every San Franciscan. Too often, it seems, we take the attitude that it is the "other fellow" who should support the safety movement. The outstanding record in accident reduction made here during the past few years has been the result of hard work and careful planning. The saving of lives is not accidental."

Mayor Robinson pointed to the accidental deaths last year of more than 40 San Francisco children who were less than 14 years of age, as grim evidence that the safety job needs continued support.

"This shameful loss of life among our youngsters is unnecessary and can, to a considerable extent, be reduced through extensive programs of preventive safety education. A strong and concentrated safety program conducted through the year by a well financed Safety Council can do much to eliminate these needless child accident deaths."

Money raised during the Green Cross appeal will be used entirely in San Francisco to combat the local accident problem. Deaths due to accidents have been reduced from 649 in 1945 to 421 last year, largely as the result of the activities of the San Francisco Chapter, National Safety Council, sponsors of Green Cross appeal, Mayor Robinson stated.

## Merchandise Mart Celebrates 35th Anniversary at Summer Market

**T**HE 35th ANNIVERSARY of Western Merchandise Mart will be commemorated during the Summer Market in San Francisco, July 24 thru 28, according to an announcement by Frank K. Runyan, Mart president.

In making the announcement, Mr. Runyan stated that, "We are producing a twenty-page Anniversary Brochure presenting the story of San Francisco—Market City of the West — together with the growth and development of the Western Mart and the market it

century, a handsomely bound souvenir edition of the Mart Buyers Book and Directory will be distributed to visiting dealers and buyers beginning on the opening day of the Summer Market.

"Exhibitors generally are planning to fully participate in these activities . . . and the traditional and nationally renowned Market Week Trade Meetings will highlight the Anniversary Celebration. Complete program information will be announced within the next few weeks."



**FRANK K. RUNYAN, President  
Western Merchandise Mart**

serves. This Anniversary Brochure will be sent to Western dealers and buyers early in July.

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# East Bay Utility District Reports Rapid Progress

CONTINUED progress is reported today on four major projects of the East Bay Municipal Utility District, representing an investment of more than \$800,000 in the improvement of the local water system.

In making the announcement, Roscoe D. Jones, President of the District, explained that in addition to the normal construction and maintenance programs of the District, there are now

## Armed Forces To Celebrate First Annual

GENERAL OMAR N. BRADLEY, chairman of the Joint Chiefs of Staff, will make a major address and a tour of inspection during the three-day observation of Armed Forces Day in the San Francisco Bay area.

The day, Saturday, May 20, with its slogan, "Teamed for Defense," will be the country's first Armed Forces Day. Previously, the individual services have conducted their own observances.

Major General John E. Upston, commanding general of the Fourth Air Force, is the overall commander of the eight western states Armed Forces Day observances. Associated with him in arranging for the day are: Vice Admiral George D. Murphy, commander of the Western Sea Frontier; and Lieut. General Albert C. Wedemeyer, commanding general of the Sixth Army.

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throughout the District; the construction of the giant Seneca Reservoir in East Oakland; and the big two-mile long supply line for that reservoir from the Upper San Leandro Filter Plant.

Jones cited the following completion figures on these projects, which are a part of the District's \$50,000,000 program of expansion and rehabilitation: Castro Valley project, 79% complete; replacement contract, 26% complete; Seneca Reservoir, 62% complete; and Seneca supply line, 26% complete.

Plans and specifications are being prepared for additional improvements as well as continued replacement of old pipe, Jones said.

**T**WO dead, 72 injured and 173 auto accidents involving property damage.

That was the traffic toll between the hours of 4 P.M. and 6 P.M. during the month of March, the San Francisco Chapter, National Safety Council, reported recently.

The two-hour period was labeled the "most dangerous" of the day for motorists and pedestrians, by Chapter officials.

Iver C. Larson, Chapter manager, lauded the traffic division of the police department for "expediting traffic safely and efficiently during the peak load hours."

"Intelligent police planning has, to a large extent, reduced the expected traffic death and injury toll during the most dangerous hours, by more than 50 per cent."

Larson urged the public to cooperate with the police and with traffic signals. "Traffic could flow evenly and regularly with a minimum of trouble if it weren't for the 'all for me' guy who thinks the streets are maintained for his private use— and that all traffic should stop and bow at his approach."

"Jaywalkers, overtime parkers, and those who cruise needlessly around the downtown area during the rush hours are the principal causes of congestion and hazard. Every possible measure must be taken to curb such selfish tendencies or downtown San Francisco may die a slow death of traffic stagnation," Larson warned.

## TWA Opens Palace Hotel Office



When Trans World Airline, operating 33,000 route miles from San Francisco to Bombay, opened a branch ticket office in the Palace Hotel recently, TWA district manager Pierre Desautels presented the first ticket on opening day to Mrs. William B. Johnston, president of the Palace Hotel Co. In the center, witnessing the first transaction, is Blanche Arp, manager of the Palace ticket office. TWA's main ticket office will continue at Stockton St. on Union Square.

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## '49 CONVENTIONS BREAK ALL RECORDS— LEAVE \$22,129,189 IN S. F.

Delegates and visitors numbering 187,317 were welcomed by the San Francisco Convention and Tourist Bureau's Corps of registration girls at counters in the Civic Auditorium and hotel lobbies during the year 1949, as against 115,450 delegates registered in 1948, according to the Annual Report of President W. Lansing Rothschild.

San Francisco's crop of convention delegates, without including tourists, left \$22,129,189.44 in San Francisco business channels to circulate and make profits and payrolls long after the delegates had departed. This is the greatest sum ever deposited in San Francisco on conventions in a year.

1949 conventions numbered 184 international, national, regional and state meetings as against 160 in 1948. Thus 1949 showed an increase of 15% in the total number of delegates and visitors over 1948, and an increase of 62.2% in the number of conventions meetings in this city.

In 1948 the total of new money left in San Francisco was \$13,048,389. (National delegates by survey stay an average of 5.11 days and spend \$26.76 per day, while state delegates stay 4.16 days and spend an average of \$21.80 per day, according to survey.)

## Oakland Chamber Establishes Civic Betterment Committee

"THE COMMITTEE TO GET THE LITTLE THINGS DONE."

That's the working theme of the Community Betterment Committee of the Oakland Chamber of Commerce, composed of eleven Oaklanders and including among its membership a housewife, a landscape architect, a hotel man, and a woman executive of a machine and engine firm.

Directing the unique community improvement program is Margaret M. Garvey, civic leader, the only woman to head an Oakland Chamber of Commerce Committee and likewise the only woman commercial agent of the Railway Express Agency in the United States.

The Committee is busily engaged these days on four projects, namely:

1. The complete restoration of the necklace of lights around Lake Merritt, including the re-lighting of several hundred electroliers in Lakeside Park.

2. The recurbung of unused driveways in the various shopping districts.

3. The re-filling of "chuck" holes and other needed improvements to the walks and retaining walls around Lake Merritt.

4. A unified plan to have the electric outdoor display clocks in the central business area in proper working condition.

Chairman Garvey reports that the Oakland Park Department is making the necessary needed improvements to the walks around Lake Merritt and that Jay Czizek, Oakland traffic engineer, and his group have recurbed fifty unused driveways.

City Manager J. F. Hassler and



**JOHN F. HASSLER**  
City Manager  
Oakland

Larry Soares, city electrician, are conducting a survey to determine the cost of restoring the necklace of lights around Lake Merritt and the re-lighting of several hundred electroliers that were originally donated by prominent Oaklanders to the community, Chairman Garvey reports.

Members of the Committee are: Chairman Garvey, Mrs. M. H. DeFranc, E. L. Anderson, Edward F. Foulkes, Harmon K. Howard, Charles O. Phillips, Robert J. Ramsey, Mrs. Irving S. Spiegelman, Arthur W. Young, and Secretary Howard S. Sipe.



M. W. Clement, chairman of the board of the Pennsylvania Railroad (third from left) came to San Francisco at the invitation of the San Francisco Chamber of Commerce to address a gathering of more than 360 business people Thursday, March 30, at the Commercial Club. Among other railroad executives present were Frederic B. Whitman (left) president, Western Pacific Railroad; and W. W. Hale (second from left) vice president, Southern Pacific Railroad. Paul A. Bissinger, Chamber president (right) was chairman of the meeting.

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Railroad crossings' greatest need: Twice the caution—half the speed! (Make those grade crossings in the Green Cross manner.)

## Western Air Lines Starts New, Faster Service North

A NEW NONSTOP CONVAIR flight between San Francisco and Seattle-Tacoma which will be 35 minutes faster than its current fastest service between these points will be inaugurated by Western Air Lines on April 30. Clay Bernard, Western's district sales manager for San Francisco, said the new nonstop service will be operated daily in both directions, using the airline's 300-mph luxury Convaire exclusively.

Flying time between the Bay Area and Seattle-Tacoma will be three hours. Both north and southbound trips will be through flights to Los Angeles for a total elapsed time of five hours between the Pacific Northwest and Southern California.

Beginning April 30, Flight 627 will arrive at San Francisco at 7:45 p.m., following a 4:45 p.m. departure from Seattle-Tacoma. The trip will leave San Francisco at 8 p.m., and reach Los Angeles at 9:45 p.m.

Flight 600, the first northbound trip of the new nonstop service, will leave San Francisco at 9:05 a.m., and arrive Seattle-Tacoma at 12:05 p.m. on May 1, Bernard said. Departure time from Los Angeles is 7 a.m. All times quoted are daylight saving time.

Western Air Lines' deluxe Convaire complimentary meals will be served on both north and southbound flights, Bernard said.



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District Sales Manager  
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## 5 Constellation Flights Daily Improved Air Service by TWA

TRANS WORLD AIRLINE will increase its service in the Bay Area to five Constellation flights daily to New York effective with the shift to Daylight Saving Time, Sunday, April 30, Pierre Desautels, TWA district sales manager in San Francisco announced recently.

With the new schedule, TWA will have nonstop flights to Chicago, Los Angeles and Kansas City from San Francisco International Airport. Through fast connections at Chicago and Kansas City, Constellation service is also available to St. Louis, Pittsburgh, Washington and Philadelphia.

Although TWA will continue to operate flights on Standard Time, the revised schedules have been arranged for maximum convenience to passengers in cities having Daylight Time as well as those remaining on Standard Time. The revised schedules provide a total of 113 passenger flights daily in the United States, plus 68 TWA trans-Atlantic flights weekly through Europe, North Africa, the near and middle east to India.

## State Chamber Cites Cal. Growth

### Economy Booms With Rise in Population

Economic statistics culled from Federal and state records prove that California's growth, in the last 50 years, has been phenomenal.

From a lonely commonwealth which ranked 21st in population among the states of the Union at the turn of this century, this state has boomed into second place.

Agriculture, industry and other economic fields have advanced with this population growth, James Mussatti, general manager of the California State Chamber of Commerce points out in interpreting the records.

Agricultural expansion has continued steadily through the five decades. Hundreds of food processing plants and

farm supply factories have grown to handle the crops and service industry.

These, with many other new plants, have balanced the state's economy between agriculture and industry—while travel and recreation now is a billion-dollar annual business.

APPOINTMENT of three San Franciscans to represent San Francisco on the Redwood Empire Association Aviation Unit was announced by Frank C. Bishop of Napa, acting president of the unit. The three members are Perry Taft, insurance executive; Fred Ellsworth, Shell Oil Company; and George Dixon, general manager of the San Francisco Airport. They were named by the San Francisco Board of Supervisors, with Taft as county vice-president.

Joseph A. Brown, well known attorney heads the Apartment House Industry of San Francisco for 1950. Other officers are: Dr. A. W. Morton, Vice-President; Eva Christensen, Secretary; Gladys White, Executive Secretary; M. J. Doan, Treasurer; Andrew Helbing, Sergeant at Arms.

Board of Directors: Frank J. Helbing, Dr. A. W. Morton, Eva Christensen, M. J. Doan, Andrew Helbing, Joseph A. Brown, Arthur McInerney, Jennie Perry, J. H. Herzstein, Capt. Charles J. R. Peterson, Henry Childress, John Harkness, Bessie Hamilton, Hugo Krafft, Gladys White, Manuel J. Jacobs.

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## HIGHWAY WISE WAY





San Francisco Bank Opens  
New Oakland Branch Office



Norman Ogilvie, well-known Oakland business leader who assumes direction of the new Oakland office conveys his felicitations to his chief, Parker S. Maddux upon a very happy and successful opening.



New Oakland office of The San Francisco Bank was officially opened on Wednesday, April 12 with thousands of visitors thronging the attractive modern quarters. ABOVE—Robert A. Lauenstein, oldest living former employee of the San Francisco Bank and highly esteemed East Bay resident cuts ribbon permitting entrance. Left to right: Mayor Clifford Rishell of Oakland, Harry Bartell, Chairman Alameda County Supervisors, Lauenstein, Parker S. Maddux, President of the 82 year old banking institution, Norman Ogilvie, newly elected Vice President in charge of the new Oakland office. Top: President Maddux receives congratulations from Oakland Police Chief Lester J. Divine.



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**WHIT HENRY**

(Continued from page 2)

Mass., he was invited to meet the author of "Casey at the Bat," and discovered him to be Ernest L. Thayer, a manufacturer of that city.

\* \* \*

ON SEVERAL OCCASIONS this scribbler has recited Thayer's classic, once for the late Babe Ruth on his last visit to San Francisco, and not long ago for Happy Chandler, the present high commissioner of baseball. I have had many requests for the poem and am taking the liberty of giving to them through this column.

**CASEY AT THE BAT**

The outlook wasn't brilliant for the Mudville nine that day,  
The score stood four to two, with but one inning left to play;  
And when Cooney died on first, and Burrough did the same,

A sickly silence fell on all the patrons of the game.

A straggling few got up to go, in deep despair the rest  
Clung to the hope that springs eternal in the human breast.

They thought if only Casey could but get a whack at that,  
They'd put up even money now, with Casey at the bat.

But Flynn preceded Casey, as did like-wise Jimmy Blake,  
The former was a pudding, and the latter was a cake;

And on that stricken multitude grim melancholy sat,  
For there seemed but little chance of Casey getting to the bat.

But Flynn let drive a single to the wonderment of all.

And Blake, the much despised, tore the cover off the ball;

And when the dust had lifted and they saw what had occurred,  
There was Jimmy safe on second, and Flynn was hugging third.

Then from the gladdened thousands there went up a joyous yell.  
It struck upon the mountain top and settled in the dell;

It hit upon the hillside and recoiled upon the flat,  
For Casey, Mighty Casey was advancing to the bat.

There was ease in Casey's manner as he stepped into his place.

There was pride in Casey's bearing and a smile on Casey's face.

And when, responding to the crowd, he lightly doffed his hat,

No stranger in the crowd could doubt 'twas Casey at the bat.

Ten thousand eyes were on him as he rubbed his hands with dirt,

Five thousand tongues applauded as he wiped them on his shirt.

And as the writhing pitcher ground the ball into his hip,

Defiance gleamed in Casey's eye, a sneer curled Casey's lip.

And now the leather covered sphere came hurtling through the air,

And Casey stood awaiting it in baughty grandeur there;  
Close by the steady batsman, the ball unheeded sped;

"That ain't my style" said Casey. "Strike one," the umpire said.

From the benches black with people there went up a muffled roar.  
Like the heating of the storm waves on a stern and rock-bound shore.

"Kill him! Kill the umpire!" shouted some one from the stand.

And it's likely they'd have killed him had not Casey raised his hand.

With a smile of Christian charity great Casey's visage shone,

He stilled the rising tumult; he bade the game go on.

He signalled to the pitcher and once more the spheroid flew,

But Casey still ignored it, and the umpire said: "Strike two!"

"Fraud!" cried the maddened thousands, and echo answered "Fraud!"

But a scornful look from Casey, and the audience was awed.

They saw his face grow stern and cold, they saw his muscles strain.

And they knew that Casey would not let that ball go by again.

The smile is gone from Casey's face, his teeth are clenched in hate,

He pounds with cruel violence his bat upon the plate.

And now the pitcher holds the ball—and now he lets it go,

And now the air is shattered by the force of Casey's blow!

Oh, some where in this favored land the sun is shining bright.

The band is playing some where, and some where hearts are light;

And somewhere men are laughing, and some where children shout,

But there is no joy in Mudville; mighty Casey had struck out.



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**North American Japanese Daily**

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# Goodwin Safety Chapter Head Directs Green Cross Drive

DESPITE the gains made against accidental deaths in San Francisco since 1945, accidents still rank as the number one killer among residents less than 35 years of age, according to Claire V. Goodwin, president of the San Francisco Chapter, National Safety Council.

Goodwin listed 97 accidental deaths among the less-than-35 group in San Francisco last year.

"More than 20 per cent of the 105 deaths in the under-35 classification attributed to cancer were non-residents of this city. This has lead to an erroneous report that cancer is the top local killer in the youthful age group," he said.

"Basically, the problems faced by the American Cancer Society and the National Safety Council, are the same. There is a definite need for continuing educational programs to make people aware of the hazards they face in everyday life—both from the ever present possibility of contracting cancer or from accident due to carelessness," the Safety Council leader declared.

Goodwin urged the strongest possible support from business and industry and from the public for the financial appeals being conducted this month by the Cancer Society and the local Chapter of the National Safety Council.

"Neither organization is asking an exorbitant sum considering the amount of human sorrow and suffering they seek to prevent. The goal for the Safety Council is only \$60,000 while the Cancer Society is asking for \$185,000. Accident killed 421 persons of all ages here last year and cancer claimed more than 1400 lives of San Franciscans," Goodwin declared.



CLAIRE V. GOODWIN, Pres.  
San Francisco Chapter  
National Safety Council

## Curb Wheels On Hills For Safety

CURB THOSE WHEELS when parking on a hill!

Police records show that 684 cars—an average of 57 per month—slipped their brakes and careened down hills of San Francisco during 1949. The average number of runaways per month during the past five years has been 58, says Iver C. Larson, manager of the San Francisco Chapter, National Safety Council.

The Safety Council, sponsors of a continuing drive to keep motorists aware of the hazards of improper parking on the hills of the city, plans to conduct a large scale educational campaign during 1950 in an effort to reduce the number of runaways. The campaign will include the installation of many additional signs at strategic points on the most hazardous hills and in areas where large numbers of runaways have occurred. The traffic division of the San Francisco police department will join the move by aiding in the erection of the warning signs and by stepping up the enforcement of Section 58 of the Municipal Traffic Code—the law which states "it shall be unlawful for an operator to stand or park a vehicle on any perceptible grade without effectively setting the brakes thereon and blocking the wheels of said vehicle by turning them against the curb, or blocking them by other means."

Larson points out that many signs calling attention to the law have been posted for more than a year on cer-

tain hills and their effectiveness has been noted in the reduction of runaways in the immediate area.

Police records indicate that 5 persons were killed and 142 injured by driverless vehicles during the past five years. The toll during 1949 was one killed and 22 injured in the 684 crashes.

"It is highly probable that a terrible calamity involving a driverless auto or truck may strike this city at any time. Many serious accidents already have occurred but the number of persons injured and killed has, fortunately, not been high. Everything possible must be done to curb the careless and indifferent parking habits of those who leave their autos on hills," states Larson.

Captain of Traffic Ralph Alsted asserts, "The increased educational program to be conducted by the Safety Council will be augmented by even stricter enforcement of the grade park section of the code. The annual number of runaways in each of the past five years has been far too high."

Alsted asserted that police vigilance

and the program of cooperative safety education carried on with the safety Council had combined to hold the runaway accident total at the present point.

"Auto registratio has increased from 189,000 in 1945 to the present 260,000. The rate of accidents due to all causes during this period has declined but we feel that a large scale continuing program will be particularly effective against the runaway type of accident. The great hazard to life it presents makes improper hill parking a very serious offense," Captain Alsted stated.

Larson lauded the action of several San Francisco hotels for their policy of passing out printed warning cards to out of town visitors who might not be familiar with hillside parking hazards and the local law.

In addition to conducting the drive locally the Safety Council will urge safety groups in other Northern California cities to warn visitors concerning the local ordinance and to stress the necessity for safely parking on hills, Larson said.

## Your Responsibility

Legally and morally every driver is obligated to do what he can to prevent an accident, even though another driver or a pedestrian may be entirely in the wrong, points out the California State Automobile Association. Accident prevention is every driver's responsibility.

## Community Leader on All-Out Drive For Building-for-Youth

TOP leadership in Building for Youth's \$975,000 all-out campaign to rebuild and repair facilities of eight leading Chest agencies was announced today by Robert Di Giorgio, general campaign manager.

L. Harold Anderson, Vice President of Pacific Gas & Electric Company, will head the drive's Central Committee, while Edwin V. Krick, Vice Presi-

dent of American Trust Company, and Howard R. Cuyler, General Sales Manager of Standard Oil Co. of California, will head equally important groups, Mr. Krick as chairman of the Special Gifts Committee and Mr. Cuyler as chairman of the Business Committee.

Mrs. Robertson Ward, prominent in social, civic and charitable activities, has been appointed chairman of the Residential Committee.

John F. Forbes of John F. Forbes & Company, public accountants, continues as Treasurer of the fund, a position he has held since 1948 when the three-year drive for \$1,875,000 was launched.

Lloyd E. Graybiel, Vice President of the American Trust Company again heads the Public Relations Committee, which will be enlarged this year to include members representing all phases of public media.

P. Tremain Loud, Board Chairman of San Francisco's Boy Scouts, continues as head of the eight-agency committee, while Roy Sorenson, Executive Director of the YMCA, will again head the budget committee.

With these appointments, Mr. Di Giorgio rounded out his overall cam-

aign structure for the all-out "Now, or else," drive which began April 17 and will last through May.

Community Chest permission for a public solicitation has been granted, with the Chest president, Harold R. McKinnon, calling on other Chest agencies to avoid competitive solicitation during Building for Youth's campaign period.

Building for Youth's eight agencies include Boy Scouts, Camp Fire Girls, Columbia Park Boys Club, Booker T. Washington Service Center, International Institute, Telegraph Hill Neighborhood Association, YMCA and YWCA.

Unless these agencies reach their \$1,875,000 goal by raising the remaining \$975,000 this spring, some may have to shut down or curtail certain activities, which might include whole centers and camps, Mr. Di Giorgio warned.

Think SAFETY every time you step into a car or walk across a street. If you think SAFETY you will have a much better chance of staying SAFE. . . . GREEN CROSS.

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1122 McAlister St. JO 7-9653



A RECORD CROWD of Bay Area residents will be aboard the Lurline when it sails through the Golden Gate on Monday, May 15, on the Oakland Chamber of Commerce's Spring Garden Tour to Hawaii. Heading the local delegation, which will participate in the Honolulu Chamber of Commerce's 100th Anniversary, will be President Wil-

liam H. Park of the Oakland Chamber and Mrs. Park, center. Welcoming the Parks on a recent inspection tour of the luxury steamer Lurline was Miss Bee Jay Johnston, "Miss Hawaii of 1949" and daughter of Mr. and Mrs. Thomas H. Johnston, 152 Kealahou Ave., Honolulu.

—Abert "Kayo" Harris Photo

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**RIDGELY CUMMINGS**

(Continued from page 4)

friend standing nearby whispered to me that Erich Walthers, botanist and director of the park arboretum, is in charge of the acclimatization process. Julius L. Girod, Golden Gate Park superintendent, shoulders the overall responsibility of seeing that these symbolic bits of life thrive and grow to maturity.

Speaking for the city, Acting Mayor Dewey Mead said that the people of San Francisco were proud that part of our land is now set aside as a reminder and promise of friendship and good will among all peoples.

Dr. Adolfo Anez, dean of the Latin American consular section and consul general for the Republic of Bolivia, was the next speaker. He expressed his thanks to all who had made the ceremony possible and added:

"Today we are doing something really important and have come out to nature to have her as our star witness. Mother Nature will never forget what we are doing today. These trees are our promise of friendship, goodwill and understanding among all our countries. These trees symbolize a Pan American umbrella of nations — not only for us but for all the world."

Presentation of an orchid to Mrs. Anez was the next thing on the program. She made a brief response in Spanish, of which I caught only "Muchas gracias"—many thanks.

Then came the official planting. Acting Mayor Mead, dressed in an immaculate grey suit that contrasted with the raw, recently bull-dozed earth, officiated at one shovel and Dr. Anez used another while Mrs. Mead and Mrs. Anez beamed in the background for the photographers.

The band played Siboney and flash bulbs exploded. Two girls in blue-gray uniforms, Pan-American Airline hostesses, helped with the groundbreaking, much to the delight no doubt of Pan Am's publicity department.

That just about wound up the ceremony except for introductions and brief remarks from other dignitaries on the platform. Chairman Ward apologized for the necessity of cancelling the program of folk-dancing which had been planned but which was made impossible by the irregularity of the earth. He then announced that refreshments would be served in a few minutes.

The refreshments were wine and cookies. My two small sons distinguished themselves on the cookie front. Other children who had been restrained during the ceremony were now loosed. They scampered around the barren piles of dirt, laughing and

shouting. I looked in vain for the redwood tree representing our own country, which had already been planted; but was drawn into conversation before I found it. The tree which Messrs. Mead, Anez and Ward planted was a cedar—El Cedro. Other trees will be planted as they grow hardy enough to stand our climate. Some day that barren A-shaped patch of ground will become a showplace for the whole western hemisphere. The committee started something on Easter Sunday of which we can all be proud. Anything which promotes peace and friendship among peoples of divergent backgrounds is worthy of the support of us all.

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Page Sixteen

CITY-COUNTY RECORD

May, 1950

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# CITY-COUNTY RECORD

Vol. 17—No. 6

JUNE, 1950

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SAN FRANCISCO MUNICIPAL DIRECTORY ISSUE

THE MAGAZINE OF GOOD GOVERNMENT



**THOMAS A. MALONEY, Civic Leader  
Assemblyman 20th California District**

(See story on page 3)



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VOL. 17—NO. 6 JUNE, 1950

## Around and About

By WHIT HENRY

THIS IS AN IDEA OF MINE and I can't guarantee its practicality, however it should be cause for a little thought. Why not turn on the fire hydrants on the tops of the main San Francisco hills several times a week during the months when we don't have rains? This would keep the sewers clean and wash away the dirt that collects in the streets. If there is a shortage of water, the whole Pacific Ocean is at our doorstep and I am under the impression that in times of need, it is a water supply for the fire department. Wouldn't San Francisco be a healthier place with periodic cleanings of this sort?

THIS ITEM IS FOR MEN who enjoy fishing and for wives whose husbands are fishermen. Morie Morrison now has a television show which he calls "Fishing With Morie." In it he illustrates where and how to fish over KGO TV every Thursday at 8 p.m. It is especially interesting for fathers and sons to listen together.

WHILE ON THE SUBJECT of fishing, one of the extra-utility services of the Pacific Gas and Electric Co. is a weekly fishing information bulletin during trout season. It is published each week and sent to fish and game editors, sportsmen's clubs and radio commentators who specialize in field and stream chatter. P. G. and E. hydroelectric powerhouse operators are on most of the favored fishing streams in the Sierra. They have expert knowledge of water conditions in those streams and the lakes behind them; they also fish and converse with the visiting anglers who ply the streams. This information is collected weekly and is published in the bulletin and appears each Thursday or Friday in papers throughout Northern California.

WHY IS IT that people who run for public office are so infatuated with the sounds of their own voices? (Continued on page 11)

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# THOMAS A. MALONEY, Civic Leader

## Assemblyman 20th Assembly District

By WILLIAM FLYNN

Special Writer — The Record

**T**HOMAS A. MALONEY, the short energetic individual whose business is working without pay for others while he practices his avocation of making a living in the insurance business on the side, should surprise a considerable number of individuals any time during the next two years.

For a quarter century he has represented San Francisco in the State Legislature, eight years a member of the Senate and 17 years in the Assembly. In the normal course of human events, he will stretch that record another two years. He was unopposed at the primary and his re-election is a mere formality.

### RECORD OF SERVICE

With such a record of service in government and politics, plus a series of accomplishments that have won him not only the respect of his constituents but also of his fellow law makers, he has been asked to be a candidate for the office of Mayor of the City and County of San Francisco a year from November.

"I have been asked to make the campaign," he says, "but so far I have not given a definite answer."

The political weather of San Francisco is such that Maloney might find himself with the important "backing" that is necessary to conduct a winning campaign for the lease on the main office in the City Hall. That remains to be seen.

### CONDUCTING EXPERIMENT

Some San Franciscans, whether its citizens realize it or not, have been conducting an experiment during the last eight years in an effort to find the right individual to supervise the affairs of the municipality.

Voters turned their backs on the so-called professional politician when they elected Businessman Roger Dearborn Lapham rather than Incumbent Angelo Joseph Rossi. When Lapham refused to seek re-election after one term in office, the voters' choice was Elmer E. Robinson, a Superior Court judge and a leader among the Republicans of the pre-Warren era, a rather distinctive group of individuals, now largely forgotten.

### NAMES MENTIONED

With Robinson's term in office having only two more years to run, political discussions of his chances for re-election and a possible successor mention a number of names—but there is no ideal candidate. However Tom

Maloney and the Mayor have been friends for years, but politics sometimes make strange bedfellows.

More than likely, Robinson will be a candidate to succeed himself, running on a platform of his record with the promise of a multi-million dollar subway to improve transportation.

There is a possibility that George R. Reilly, a member of the State Board of Equalization and former Supervisor, will be a candidate. His record contains one defeat in an effort to be mayor. Another talked of candidate is Supervisor George Christopher, who led the ticket at the last election of Supervisors. He could be persuaded to make the race.

### MAYORALTY RACE

But, like the Kentucky Derby, the race for mayor is more than a contest between the winter book favorites, such as Your Host, the beast which finished in ruck while Middleground practically ignored but with the best blood lines of all the entries, romped home the winner.

Thomas A. Maloney, the veteran San Francisco law maker who is solidly entrenched in his Twentieth Assembly District, could be the Middleground of the coming mayoralty handicap.

He has experience.

He knows how government operates.

He has energy.

He has a politician's skill.

He has the reputation of an honest man.

He has uncounted friends.

The story of Thomas A. Maloney is one of those Horatio Alger tales, typical of San Francisco and the West where men, during the last century, have had the chance to exploit their abilities on a basis of merit, rather than inherited social position, opportunity, or wealth.

He was born at First and Bryant Streets, on May 22, 1889, the son of John and Julia Maloney. His father

was a native of County Kildaire, Ireland; his mother of Conshohocken, Pennsylvania. They married at Mountain View, Santa Clara county.

Thomas Maloney was the second oldest of his father's 18 children. His mother died when he was six, leaving him and five other children. His father married again and of the second union were born nine children.

Several years after his father's second marriage, the father suffered a crippling accident while working as a stevedore on the waterfront. The accident occurred in the hold of the Steamer George W. Elder, owned by the Oregon Navigation Steamship Company. It occurred before the days of workmen's compensation and the father was forced to sue the company for damages.

### GOES TO WORK

With his father unable to work, young Tom Maloney went to work. He did not have time to wonder about the lack of playgrounds and planned and supervised recreational programs, considered by one type of modern youth as necessary for a wholesome, modern, lawful life.

His day started at 3:30 a.m., when he reported to the Ferry Building to obtain his paper's for a "mornings" work on the waterfront.

"Being on the job to sell papers so early was necessary in those days," he says. "The watches aboard ship where most of the papers were sold were from four to eight, eight to midnight, midnight to four, and four to eight. The watches carried three and four times the number of men in the firerooms, for steam was kept up on the ships by burning coal. The fireroom had oilers, coal passers, and firemen.

### GOOD CUSTOMERS

"These men were the best sort of buyers when they came off their respective ships. It was necessary to try and bat the other kids time to meet the watch going on and off."

He sold papers until 8:30 in the morning and then returned to his home to prepare for a day at school. After the class work was finished, he would have his dinner at the Old Alameda Cafe on the waterfront.

"The beans were a thousand to the plate, the Napoleon cake and the beans and a cup of coffee were 20-cents," he says.



After his meal, he would be back at the waterfront, selling his evening papers. There was little time in his life for development of any tendencies toward juvenile delinquency.

"We didn't miss playgrounds and recreational programs," he says. "If we wanted a playground, we kicked the tin cans out of a vacant lot and played our ball game. If we got in an argument, we settled it with a fight."

### 8 O'CLOCK LIMIT

"We always were off the street by eight o'clock. The cops on the beat made sure of that. They not only patrolled their beat on foot but were trained to run—and they could run."

In 1900 the Elder Maloney was awarded a judgment for the injuries sustained in the ship accident. With the money he purchased a saloon on First and Brannan Streets. It was called the Cuckoo's nest.

(Continued on next page)

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## THOMAS A. MALONEY

(Continued from page 3)

Son Thomas managed the business and acquired the reputation of keeping and drawing "one of the best steam beers in San Francisco." He presided over the free lunch counter, took care of the fights that occurred. He settled the fight problem by pitching a ring in a yard behind the saloon and requiring that all disputes be settled there. Tom had all of the gloves that Eddie Hanlon and Jimmy Britt fought with.

The saloon was in the vortex of the 1901 strike, involving the teamsters who now, under the leadership of Dave Beck of Seattle, seem to think the word "strike" is a nasty word. Mr. Beck's policy is to avoid strikes.

"In that strike," recalls Senator Maloney, "policemen were placed on the seat of the truck alongside the non-union driver, the purpose of course to prevent violence, but served also to break the strike.

city, considered such pets a nuisance.

He helped move his family to the S. S. Mongolia at the mail dock at First and Brannan Streets, said steamer anchoring in the bay. There they lived for 30 days, eating rice and fish, until they could find housing ashore. Young Tom worked during the first days of the disaster by helping the soldiers remove bodies of the victims from the debris of burned and fallen buildings. His father cleaned bricks.

When the emergency of the fire was concluded, Tom Maloney went to work in a box factory. His salary was \$1.25 a day. Next he was a scaler of boilers on old transports, having to go deep into the fireproof to get into the boiler, the ships that had been used to supply the Philippines with soldiers. From the waterfront he went to the lumber yards and remained there until 1914.

**REMARKS BY LELAND W. CUTLER, CHAIRMAN OF THE WORLD TRADE CENTER AUTHORITY at the Start of Test Borings for the First Unit of the SAN FRANCISCO WORLD TRADE CENTER held on Thursday, May 18th, 11:00 A.M., Ferry Building, San Francisco, California.**

*I want to give my personal word and say that we wouldn't be here today if it wasn't for Assemblyman Thomas Maloney, Speaker Pro Tem of the House, who introduced the first Resolution calling upon the Board of Harbor Commissioners to investigate and report on the desirability and feasibility of a World Trade Center for San Francisco. (In order to make this report, the Harbor Board engaged the services of a widely known economist, Dr. T. B. Spitzer, who made a most excellent and convincing report and who is here today.) Tommy Maloney fought through the Legislature, all of the subsequent legislation. While I am at it I want to say further that I couldn't have accomplished any of the things which I have been associated with, the Bay Bridge, the Exposition and this project without the great help of Mr. Maloney. This has extended over a long period of years and Mr. Maloney was in the Legislature all the time.*

"During that struggle, damage amounting to thousands resulted. It was necessary at all times as soon as an outbreak would start for the waterfront to close all doors," close to the vicinity where trouble started, and Tom closed the doors of the Cuckoo's Nest.

After the strike, Young Maloney could not break the habit of arising before dawn. With his father he purchased a pair of greyhounds and each morning at 4 a.m. took them to the sand dunes of the present Sunset District to train them with jack rabbits as the lure. He learned to swim in San Francisco Bay and the Reservoir at Del Monte Hill at Second and Brannan Streets, although police officers frowned on such use of the reservoir.

The catastrophe of April 18, 1906, ended an era in Young Maloney's life. He was forced to kill his greyhounds by drowning them in the Bay because the military, in control of the

The year the First World War began in Europe, young Maloney returned to the waterfront as a long shoreman. He became a labor leader, winning the presidency of the Riggers and Stevedores Union, (Red Book). He represented the men in conferences in Washington, Brooklyn, Victoria, Seattle, and Vancouver.

"My aim always was to preserve and maintain peace and harmony between the employer and the employees," he says. "At the same time, I sought to secure decent working conditions and good wages. I think we did."

He remained on the waterfront until 1922 and then went back to the lumber yards. There was a waterfront strike in 1918. Two years later, he became active in politics, being elected one of San Francisco's state senators in 1924.

On November 23, 1910, he married Helen Maloney. They have four children. (Continued on page 9)

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**HON. SYLVAIN J. LAZARUS**  
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San Francisco

A LUNCHEON honoring his thirty years of judicial service will be held for Judge Sylvain J. Lazarus, who has announced his retirement from the Superior bench at the conclusion of his present term. Arrangements are being completed for the

affair, which is to take place at the Fairmont Hotel at noon, Monday, June 26th, the date of the Judge's birthday.

Judge Lazarus' judicial career began in 1920, when Judge Lile T. Jacks and he were elected as Police Judges in a recall election. With the reorganization of the Police Court into the Municipal Court in June, 1930, Judge Lazarus continued in his old familiar post as Judge of the criminal division of the Municipal Court until 1936. In June of that year he was appointed Judge of the Superior Court to replace the late Judge Daniel Deasy.

Maurice Moskowitz is chairman of a committee of civic leaders, including representatives of the legal profession, labor, and business, which is now completing plans for the event. In addition to Moskowitz, the committee includes the following: Cyril Magnin, George Sandv, Gus Lachman, Jack Goldberger, Daniel Del Carlo, Dr. Charles A. Ertola, John Figgone, Eugene H. O'Donnell, and Henry Hubbard.

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CALIFORNIA



# State Fair Program Includes Great Centennial Celebration

THE CALIFORNIA STATE FAIR this year will stage a huge birthday party to celebrate California's 100th year of Statehood. Delivery of the State's charter will be reenacted at the main entrance to the Fair on August 31 with Miss Hallie Hensley, a descendant of one of those who brought the charter from Washington, D.C., among the group scheduled to participate in the symbolic event. Miss Hensley, 15-year-old Marfa, Texas, girl, is the great-great-grand niece of Major John Hensley who accompanied General John W. Bidwell to the nation's capital to urge the granting of Statehood to California.

After the colorful ceremony, the group will proceed down The Mall to view the Fair's gigantic birthday cake in front of the main entrance to the Agriculture Building. The plaster cake, 15 feet in diameter and 12 feet high, will be decorated with 100 candles and pioneer figures and will be illuminated at night by scores of colored lights. A mechanized turntable will revolve the cake during the eleven days of the Fair while a music box concealed in its interior plays appropriate birthday tunes.

On September 9, just 100 years after President Willard Fillmore signed into law the document which brought statehood to California, the Fair will break out an edible cake weighing 500 pounds. This will be cut and distributed to Fair-goers at a special birthday party at the Open Air Theater.

While the birthday theme will add to the gaiety and fun of the 1950 production, there also will be attractions galore for a diversity of tastes.

The Livestock and Horse Shows, with entries from many parts of the United States, will be larger than ever. World-wide competition has been invited for the International Wine Show. A fine program of racing by quarter horses, harness racers and thoroughbreds has been arranged. The eve-filling Night Shows will be more elaborate than ever and the preceding fireworks more ingenious and spectacular.

Most of the counties of the State will exhibit their myriad products in

beautiful settings in the Agriculture Building. Here, too, will be the exhibits of foreign nations including the Netherlands, France, The Philippines, Norway, Switzerland and Great Britain.

This year the Outdoor Art Show will be more comprehensive than ever and the California Apparel and Textiles Exposition will be climaxed by an elaborate Fashion Show, one of the hits of the 1949 Fair.

The Hall of Flowers has been redesigned so patrons may obtain a better view of the millions of blooms on display at one of the outstanding Flower Shows of the nation.

Among the many new features planned for the 1950 production will be a practical demonstration in the Hobby and Foods Building of the influence of the foreign cuisine on California cookery.

Countless special events are being lined up for the entertainment of Fair-goers. And scores of organizations throughout the State are planning festivities in connection with their "days" at the Fair.

## MAYOR ROBINSON APPOINTS LOW-RENT HOUSING GROUP

A committee to recommend sites for new permanent low-rent housing projects has been appointed by Mayor Elmer E. Robinson.

Named were E. N. Ayer and Lloyd Wilson, members of the San Francisco Housing Authority; Ernest Torregano and William Kilduff, of the Planning Commission, and Morgan A. Gunst, member of the San Francisco Redevelopment Agency.

Paul Oppermann, John Beard and James Lash, directors of the planning, housing and redevelopment agencies, respectively, were designated as technical advisers to the group.

Robinson said he would ask the chairman of the Board of Supervisors to appoint three board members to the committee.

The Housing Authority plans to construct 3000 additional units in San Francisco. Under a plan recently adopted, sites must be approved by the Supervisors before building can begin.

# We Have Moved!

The editorial and business offices of the CITY-COUNTY RECORD are now located at the establishment of our printer, the Danner Publishing Company, 31-35 Dolores Street local Zone 3.

This move which we have long awaited, gives us much closer control over the several steps necessary to the publication of the Record.

Our pleasant task of presenting our readers and advertisers with a copy of the Record each month will be greatly facilitated and we

can now place in effect many improvements which have been planned for a long period.

Our current issue has necessarily been delayed and the July issue will also be slightly late. The August issue however will be mailed as of August 1st and thereafter our time schedule can be met.

You will be surprised and delighted with the many improvements that succeeding issues will present to you.

GEO. H. ALLEN  
Editor and Publisher

## Wholesale Trade Development Meet Planned by SF Chamber of Commerce

PLANS FOR THE LARGEST wholesale-trade development meeting in the history of San Francisco have been completed by the San Francisco Chamber of Commerce.

Called "Valley Days in San Francisco," the business get-together will be with 150 San Joaquin Valley business and civic leaders whom Chamber officials will bring here for a two-day stay in a plan to "sell San Francisco" as a logical buying center and shipping point for Valley industries.

Scheduled for August 8 and 9, the trade development meeting was described by Carroll Snyder, manager of the Chamber's Domestic Trade Department as the biggest ever undertaken by its Trade Trips section. Approximately 150 San Francisco business executives, each contributing financial support for the two-day entertainment of San Francisco's "good neighbors," will join with the big delegation from the Valley in a series of conferences and tours of industrial facilities here.

The Valley business people, representing virtually every community in the San Joaquin Valley, will be taken on tours through Columbia Steel's plant in Pittsburg, the San Francisco Naval Shipyard, the maintenance base at United Airlines, Inc., and many other industrial and shipping facilities. The Chamber will take them on a private boat tour of San Francisco Bay, a Belt Line Railroad ride along the Embarcadero, and American President Lines officials have made available the President Cleveland for a dinner, August 8, for the entire group of more than 300.

"There is no area where continuing improvement of trade relationships must be sought more constantly and aggressively than in the San Joaquin Valley," said Ronald E. Kaehler, chairman of the Chamber's Trade Trips section.

"We feel that by going 'all-out' in



PAUL BISSINGER, President  
S. F. Chamber of Commerce

entertaining our Valley friends next August and in giving them eye-witness proof of our facilities and capabilities, we will accomplish a tremendous amount of good for San Francisco," Kaehler added.

Invitations to individual Valley businessmen will be extended soon through the Central Valley Empire Association in Fresno and through the various Chambers of Commerce in the area, Kaehler said.

**NEW COLUMBIAN HOTEL**  
32 Sacramento St.      GA. 1-9871  
Mrs. Ashford, Prop.  
San Francisco

**KING KOLE CAFE**  
550 Market St.      GA. 1-9165  
San Francisco, Calif.

**REED W. ROBINSON**  
*Golden Nugget Sweets Ltd.*  
1975 MARKET STREET      SAN FRANCISCO

**RENON BAKING CO.**  
1330 Howard St.—HE. 1-9264  
San Francisco, California

# CITY AND COUNTY OF SAN FRANCISCO

ELMER E. ROBINSON, MAYOR

## Directory of City and County Officers

\*Indicates vacancy

### ELECTIVE OFFICERS

#### MAYOR

200 City Hall, Z.2, MA 1-0163  
**ELMER E. ROBINSON**, Mayor  
 MAX G. FUNK, Executive Secretary  
 DAVID E. LEVIN, Administrative Assistant  
 VAL KING, Confidential Secretary  
 JOHN D. SULLIVAN, Public Service Director

#### SUPERVISORS, BOARD OF

235 City Hall, Z.2, HE 1-2121  
**GEORGE J. CHRISTOPHER**, President, 175 Russ St., Z.3  
 DON FAZACKERLEY, 125-12th St., Z.3  
 DAN GALLAGHER, 172 Boile St., Z.5  
 JAMES L. HALLEY, 760 Market St., Z.2  
 MARVIN E. LEWIS, 625 Market St., Z.2  
 CHESTER R. MACPHEE, 1048 Valencia St., Z.10  
 EDWARD T. MANCUSO, 345 Grove St., Z.2  
 PATRICK J. MCMURRAY, 80 McArthur St., Z.2  
 DEWEY MEAD, 3100 Steiner St., Z.23  
 J. JOSEPH SULLIVAN, 111 Sutter St., Z.4  
 JOHN J. SULLIVAN, 128 Veterans Bldg., Z.2  
 JOHN R. MCGILVER, Clerk

**ROBERT J. DOLAN**, Chief Asst. Clerk  
 Standing Committees (Chairman is named first)  
**COMMERCIAL AND INDUSTRIAL DEVELOPMENT**—  
 McMurray, Halley, MacPhee  
**COUNTY, STATE AND NATIONAL AFFAIRS**—Gallagher, Mancuso, John J. Sullivan, Fazackerley, Mead, Education, Parks and Recreation—Fazackerley, MacPhee, McMurray  
**FINANCE, REVENUE AND TAXATION**—MacPhee, Mancuso, Mead, Fazackerley  
**JUDICIARY, LEGISLATIVE AND CIVIL SERVICE**—Mancuso, Gallagher, J. Joseph Sullivan  
**POLICE**—Mead, Lewis, Gallagher  
**PUBLIC BUILDINGS, LANDS AND CITY PLANNING**—Lewis, J. Joseph Sullivan, Halley  
**PUBLIC HEALTH AND WELFARE**—John J. Sullivan, Lewis, Fazackerley  
**PUBLIC UTILITIES**—J. Joseph Sullivan, McMurray, Lewis  
**STREETS AND HIGHWAYS**—Halley, Mead, John J. Sullivan  
**RULES**—Christopher, Mancuso, Gallagher

#### ASSESSOR

EDMUND L. WOLDEN, 101 City Hall, Z.2, KL2-1910

#### DISTRICT ATTORNEY

EDMUND G. BROWN, 550 Montgomery, Z.11  
 DO 2-2838

#### CITY ATTORNEY

DION R. HOLM, 200 City Hall, Z.2, HE 1-1392

#### PUBLIC DEFENDER

GERALD KENNY, 550 Montgomery St., Z.11, EX 2-1535

#### SHERIFF

DANIEL C. MURPHY, 331 City Hall, Z.2, HE 1-2121

#### TREASURER

JOHN J. GOODWIN, 110 City Hall, Z.2, HE 1-2121

### COURTS

#### SUPERIOR, JUDGES OF

WILLIAM F. TRAVERSO, Presiding, City Hall, Z.2  
 NELVYN I. CROBIN, City Hall, Z.2  
 FRANK T. DEASY, City Hall, Z.2  
 PRESTON DEVINE, City Hall, Z.2  
 TIMOTHY I. FITZPATRICK, City Hall, Z.2  
 THOMAS M. POLEY, City Hall, Z.2  
 FRANKLIN A. GRIFFIN, City Hall, Z.2  
 L. L. HARRIS, City Hall, Z.2  
 LILE T. JACKS, City Hall, Z.2  
 HERBERT C. KAUFMAN, City Hall, Z.2  
 SYLVAIN J. LAZARUS, City Hall, Z.2  
 ROBERT W. HAMMS, City Hall, Z.2  
 THERESA NEIKLE, City Hall, Z.2  
 TWAIN MICHELSEN, City Hall, Z.2  
 EDWARD MOKENBUHR, City Hall, Z.2  
 L. L. MURPHY, City Hall, Z.2  
 HARRY J. NEUBAUER, Hall of Justice, Z.8  
 MILTON D. SAPIRO, Hall of Justice, Z.8  
 GEORGE W. SCHONFELD, City Hall, Z.2  
 DANIEL R. SHOENMAKER, City Hall, Z.2  
 WILLIAM T. SWERGETZ, Hall of Justice, Z.8  
 ALBERT C. WOLLENBERG, Hall of Justice, Z.8  
 JOSEPH M. CUMMINS, Secretary, 480 City Hall, Z.2, UN 1-8552

#### MUNICIPAL, JUDGES OF

EDWARD O'DAY, Presiding, City Hall, Z.2  
 CARL H. ALLEN, City Hall, Z.2  
 MATTHEW F. BRADY, Hall of Justice, Z.8  
 EUSTACE CULLEN JR., Hall of Justice, Z.8  
 LEO A. CUNNINGHAM, City Hall, Z.2  
 JOSEPH M. GOLDEN, City Hall, Z.2  
 JOHN J. McMAHON, Hall of Justice, Z.8  
 J. B. McRAE, City Hall, Z.2  
 CLARENCE W. MORRIS, City Hall, Z.2  
 CHARLES S. PEERY, Hall of Justice, Z.8  
 H. A. VAN DER ZEE, City Hall, Z.2  
 ALVIN E. WEINBERGER, City Hall, Z.2

IVAN L. SLAVICH, Clerk and Secretary, 301 City Hall, Z.2, KL 2-3008  
 A. C. McCHESNEY, Jury Commissioner, 305 City Hall, Z.2

**TRAFFIC FINES BUREAU**, 104 City Hall, Z.2, KL 2-3008  
**JAMES M. CANNON**, Chief Division Clerk

#### GRAND JURY

457 City Hall, Z.2, UN 1-8552  
 Meets Wednesday at 8:00 P.M.  
**GEORGE D. SMITH**, Foreman  
**JAMES F. ALLEN**, Secretary  
**DAVID F. SUPPLE**, Consultant-Statistician  
**ADULT PROBATION DEPARTMENT**  
 550 Montgomery St., Z.11, DO 2-3923  
**JOHN L. KAY**, Chief, Adult Probation Officer  
**Adult Probation Committee**  
 Meets at of Chairman and 2nd Thurs. each month  
**ROBERT A. PEABODY**, Chairman, 450 Post St., Z.2  
**KENDRICK VAUGHN**, Secretary, 60 Sansome St., Z.4  
**REV. MATTHEW F. CONNOLLY**, 349 Fremont St., Z.5  
**RAYMOND BLOSSER**, 670 Monadnock Bldg., Z.5  
**FRED C. JONES**, 628 Hayes St., Z.2  
**MAURICE MOSKOWITZ**, 2900 Lake St., Z.21  
**RICHARD NAEDEL**, 45 Taylor St., Z.5  
**JUVENILE PROBATION DEPARTMENT**  
 150 Ois St., Z.3, HE 1-9701  
**GEO. W. OSORKE**, Juvenile Court Probation Officer  
**Juvenile Probation Committee**  
**HUGH K. MCKEY**, Chairman, Russ Bldg., Z.4  
**MRS. FRED W. BLOCH**, Secretary, 3712 Jackson, Z.18  
**JACK GOLDBERGER**, 109 Golden Gate Ave., Z.2  
**REV. JOHN A. COLLINS**, 420-29th Ave., Z.21  
**MERRILL COOLEY**, 1100 Sacramento St., Z.8  
**HENRY FOLEY**, 930 Market St., Z.3  
**MISS EDITH E. PENCE**, 1101 Green St., Z.9  
**REV. JAMES M. MURRAY**, 1825 Mission St., Z.3  
**MRS. E. S. HELLER**, 2020 Jackson St., Z.9

### OFFICERS APPOINTED BY THE MAYOR

#### CHIEF ADMINISTRATIVE OFFICER

289 City Hall, Z.2, HE-2121  
**THOMAS A. BORN**, Executive Secretary  
**R. G. KLINE**, Executive Secretary  
**MARIAN T. FETT**, Confidential Secretary

#### CONTROLLER

HARRY D. ROSS, 100 City Hall, Z.2, HE 1-2121  
**WREN MIDDLEBROOK**, Chief Assistant Controller

#### LEGISLATIVE REPRESENTATIVE, FEDERAL

FRANCIS V. KEESLING, JR., 315 Montgomery St., Z.4

#### LEGISLATIVE REPRESENTATIVE, STATE

DONALD W. CLEARY  
 223 City Hall, Z.2, MA 1-0163 and HE 1-2121  
 Hotel Senator, Sacramento 17 (during sessions)

### DEPARTMENTS UNDER THE MAYOR

#### ART COMMISSION

100 Larkin St., Z.2, HE 1-2121  
 Meets first Tuesday of each month at 3:00 P.M.  
**HAROLD L. ZELLERBACH**, President, 534 Battery St., Z.11  
**DOUGLAS BAYLIS**, 619 Washington St., Z.9  
**ERNEST A. BORN**, 750 Montgomery St., Z.11  
**ROBERT E. HOWARD**, 521 Francisco St., Z.11  
**OSCAR LEWIS**, 2740 Union St., Z.23  
**FRANCIS J. MCCARTHY**, 693 Mission St., Z.5  
**EDWARD S. MOORE**, 230 Jones St., Z.2  
**MRS. ALICE M. COVER**, 1127 Greenwich St., Z.9  
**ANTONIO SOTOMAYOR**, 3 Le Roy Place, Z.9  
 Ex-Officio Members  
**MAYOR ELMER E. ROBINSON**  
**ERNEST J. TORREGANO**, Pres., City Planning Comm.  
**HERBERT FLEISHACKER**, Pres., de Young Museum  
**GEORGE D. HART**, Pres., Public Library Commission  
**PAUL VERDIER**, Pres., Calif. Palace Legion of Honor  
**WILLIAM M. COFFMAN**, Pres., Park Commission  
**JOSEPH H. DYER**, Jr., Secretary

#### CITY PLANNING COMMISSION

100 City Hall, Z.2, HE 1-2121  
 Meets first and third Thursdays of each month at 2:30 P.M.  
**ERNEST J. TORREGANO**, President, Mills Bldg., Z.4  
**WILLIAM D. KILDFORD**, 160 Montgomery St., Z.4  
**HAROLD T. LOPEZ**, 530 Reg St., Z.7  
**MRS. EUGENE M. PRINCE**, 3421 Pacific Ave., Z.18  
**OLIVER ROUSSEAU**, 1140 Greenwich St., Z.9  
 Ex-Officio Members  
**THOMAS A. BROOKS**, Chief Administrative Officer  
**JAMES H. TURNER**, Manager of Utilities  
**PAUL OPPERMAN**, Director of Planning  
**JOSEPH MIGNOLA**, Secretary

#### CIVIL SERVICE COMMISSION

151 City Hall, Z.2, HE 1-2121  
 Meets every Wednesday at 4:00 P.M.  
**FRANCIS P. WALSH**, Chief, 405 California St., Z.4  
**JOHN M. KENNEDY**, 500 Sansome St., Z.11  
**CHARLES T. McDONOUGH**, 20 O'Farrell St., Z.8  
**WM. L. HENDERSON**, Sec. and Personnel Dir.  
**EDUCATION, BOARD OF**  
 Civic Auditorium, Z.2, UN 3-4880  
 Meets each Tuesday at 7:30 P.M.  
**BERT LEVIT**, President, 405 California St., Z.4  
**JOSEPH L. ALIOTO**, 111 Sutter St., Z.4  
**MRS. CLARENCE COONAN**, 2531 Filbert St., Z.23  
**GEORGE W. JOHNS**, JR., 2940-16th St., Z.3  
**JOHN G. LEVISON**, 233 Sansome St., Z.4

**MRS. RICHARD N. NASON**, Jr., 168 25th Ave., Z.21  
**DR. KARL SCHMIDT**, R.P., 450 Post, Z.2  
**DR. HERBERT CLASH**, Supd. of Schools  
**DR. HERBERT CLASH**, Secretary

#### FIRE COMMISSION

2 City Hall, Z.2, HE 1-2121  
 Meets every Wednesday at 4:00 P.M.  
**WALTER LEONETTI**, President, 1123 Sutter St., Z.9  
**ROBERT A. SCHAEFER**, Flood Bldg., Z.2  
**LEO H. SHAPIRO**, 48 Post St., Z.4  
**MAX SOBEL**, Commissioner Emeritus  
**EDWARD P. WALSH**, Chief Engineer  
**FRANK P. KELLY**, Chief, Division of Fire Prevention and Investigation  
**T. A. McARTHUR**, Secretary

#### HOUSING AUTHORITY

440 Turk St., Z.2, DO 3-5901  
 Meets first and third Thursdays at 10:30 A.M.  
**E. N. AYER**, Chairman, Monadnock Bldg., Z.5  
**CHARLES J. FOEHN**, 231 Valencia St., Z.3  
**CHARLES H. TURNER**, 135 Post St., Z.8  
**LLOYD E. WILSON**, 22 Van Ness Ave., Z.2  
**JOHN W. BEARD**, Executive Director

#### PARK COMMISSION

McLaren Lodge, Z.17, SK 1-4866  
 Meets second and fourth Wednesdays of each month at 4:00 P.M.  
**WILLIAM M. COFFMAN**, President, 531 Market St., Z.5  
**PETER BERTUT**, Lombard and Battery Sts., Z.11  
**MICHAEL J. BUCKLEY**, 311 California St., Z.4  
**FRED D. PARK**, 1 Drumm St., Z.11  
**HARVEY E. TELLER**, 54 Washburn St., Z.3  
**JULIUS L. GIROD**, Superintendent  
**WILLIAM J. SIMONS**, Secretary

#### PARKING AUTHORITY

500 Golden Gate Ave., Z.2, PR 6-1565  
 Meets second Wednesday each month at 7:30 P.M.  
**ALYME M. BROWN**, Chairman, 1700 Broadway, Z.9  
**LIGHT H. JACOBSON**, 400 Market St., Z.21  
**EDWARD V. MILLS**, 401 California St., Z.4  
**RAE T. SMITH**, 660 Market St., Z.4  
**DAVID THOMSON**, 45 Berry St., Z.7  
**VINING T. FISHER**, General Manager  
**KENNETH R. MACDONALD**, Secretary

#### PERMIT APPEALS, BOARD OF

227 City Hall, Z.2, HE 1-2121  
 Meets every Wednesday at 3:30 P.M.  
**ERNEST L. WEST**, President, 265 Montgomery St., Z.4  
**FRED G. AINSIE**, 1346 Polk St., Z.9  
**JOHN P. FIGONE**, 1652 Stockton St., Z.11  
**JEREMIAH J. MULVHILL**, 1675 Howard St., Z.3  
**REED W. ROBINSON**, 1975 Market St., Z.3  
**EDWIN MATTOX**, Secretary

#### POLICE COMMISSION

Hall of Justice, Z.8, SU 1-2020  
 Meets every Wednesday at 8:00 P.M.  
**H. C. MACINN**, President, 315 Montgomery St., Z.4  
**WASHINGTON J. KOHNKE**, 686 Sacramento St., Z.11  
**J. WACKNOCK WALSH**, 160 Montgomery St., Z.4  
**SERGEANT JOHN T. BUTLER**, Secretary  
**NICHOLAS E. MITCHELL**, Chief of Police  
**JAMES L. QUIGLEY**, Deputy Chief of Police  
**CAPTAIN EDWARD POOTEL**, Director of Traffic  
**CAPTAIN JAMES ENGLISH**, Chief of Inspectors  
**MICHAEL F. FITZPATRICK**, Secretary to Dept.

#### PUBLIC LIBRARY COMMISSION

Civic Center, Z.2, HE 1-2121  
 Meets first Tuesday of each month at 4:00 P.M.  
**GEORGE D. HART**, President, 300 Brannan St., Z.7  
**ALDEN AMES**, Russ Bldg., Z.4  
**IVAN R. BRESSE**, 9 Scott St., Z.17  
**JOHN CUDDY**, 703 Market St., Z.3  
**FRED DETMERE**, 3rd & Market, Z.3  
**JOHN R. GRAVES**, 1360 Jones St., Z.9  
**MISS EVELYN LA PLACE**, 949 Taraval St., Z.16  
**SAM M. MARKOWITZ**, 235 Montgomery St., Z.44  
**RALPH J. MCGILVER**, 1005 Market St., Z.3  
**MRS. J. HENRY MOHR**, 2 Castro St., Z.16  
**RENE A. VAYSSIE**, 240 Jones St., Z.2  
**LAWRENCE J. CLARKE**, Librarian  
**JOS J. ALLEN**, Secretary

#### PUBLIC UTILITIES COMMISSION

287 City Hall, Z.2, HE 1-2327  
 Meets first Monday at 5 P.M.  
**PHILIP F. LANDIS**, President, 300 Sacramento St., Z.11  
**EDWARD B. BARON**, 3340 Steiner St., Z.23  
**DONALD A. CAMERON**, 1 Montgomery St., Z.4  
**DONALD MCKEE**, 812 Mission St., Z.10  
**VICTOR S. SWANSON**, 1005 Market St., Z.3  
**R. J. MACDONALD**, Secretary  
**JAMES H. TURNER**, Manager of Utilities  
**FORREST B. GIBSON**, Executive Sec. to the Mgr.  
**HEAVY OF LIGHT, HEAVY AND POWER**—B. A. DEVINE, Manager, 425 Market St., Z.2, PR 5-7000  
**HEAVY OF LIGHT, HEAVY AND POWER**—B. A. DEVINE, Manager, 425 Market St., Z.2, PR 5-7000  
**BUREAU OF PERSONNEL AND SAFETY**—PAUL J. FANNING, Dir., 2301 San Jose Ave., Z.12, PR 6-5050

**MUNICIPAL RAILWAY**—WILLIAM H. SCOTT, Manager, 2000 Geary St., Z.18, FI 6-5656  
**SAN FRANCISCO AIRPORT**—MRS. M. DIXON, Superintendent, South San Francisco, J1 5-6345  
**WATER DEPARTMENT**—GEORGE W. PRACY, General Manager, 425 Mason St., Z.2, PR 5-7000



**BUREAU OF PUBLIC SERVICE**—TOM IRWIN, Director, 287 City Hall, Z.2, HE 1-2337  
**BUREAU OF ACCOUNTS**—ROBERT P. SCOTT, Director, 287 City Hall

### PUBLIC WELFARE COMMISSION

585 Bush St., Z.8, GA 1-5000  
 Meets first and third Tuesdays of each month, at 1:30 P.M.  
**EDWARD J. WREN**, President, 1825 Mission St., Z.3  
**MRS. BERNARD L. HECHINGER**, 1340 Lombard St., Z.9  
**ANTHONY L. NORIEGA**, 230 Jones St., Z.2  
**MRS. ROSALIND JOHNS**, 2555 Larkin St., Z.9  
**F. P. AGNOST**  
**RONALD H. BORN**, Director, Public Welfare  
**MRS. EULALA SMITH**, Secretary

### RECREATION COMMISSION

61 Grove St., Z.2, HE 1-2121  
 Meets first and third Thursdays of each month at 2:00 P.M.  
**LOUIS SUTTER**, President, 1 Sansome St., Z.4  
**MRS. HENRY DIPP**, 762 Joost Ave., Z.12  
**REV. EUGENE J. SHEA**, 995 Market St., Z.3  
**MRS. SIGMUND SPER**, 1908 S. Van Ness Ave., Z.9  
**Ex-Officio Members**  
**DR. HERBERT CLISH**, Superintendent of Schools  
**JULIUS GIBOI**, Superintendent of Parks  
**EDWARD McDEVITT**, Secretary  
**JOSEPHINE D. RANDALL**, Superintendent

### REDEVELOPMENT AGENCY

100 Larkin St., Z.2, HE 1-2121  
 Meets first and third Tuesdays each month at 4:00 P.M.  
**MORGAN A. GUEST**, Chairman, 2786 Vallejo St., Z.23  
**THEO B. GRAVEN**, 2222 Leavenworth St., Z.11  
**DR. J. JOSEPH WATERS**, 210 Post St., Z.8  
**LAWRENCE R. PALACIOS**, 2940 16th St., Z.3  
**JAMES E. STRATTEN**, 2031 Bush St., Z.15  
**JAMES E. LASH**, Director  
**MRS. FAY CUPELES**, Secretary

### RETIREMENT SYSTEM BOARD

460 McAllister St., Z.2, HE 1-2121  
 Meets every Wednesday at 3:00 P.M.  
**JOHN F. BRADY**, Pres., 1296-36th Ave., Z.22  
**A. B. CROWLEY**, Dept. of Public Health, Z.2  
**ARTHUR W. WATKINS**, Falls Fargo & Union Trust Co.  
**JAMES J. McGOVERN**, Hall of Justice, Z.5  
**HARRY J. STEWART**, 605 Market St., Z.5  
**Ex-Officio Members**  
**GEORGE J. CHRISTOPHER**, Pres., Board of Supervisors  
**EDWIN J. HOLM**, City Attorney  
**RALPH R. NELSON**, Consulting Actuary  
**IRA G. THOMPSON**, Secretary

### WAR MEMORIAL TRUSTEES

Veterans Building, Z.2, MA 1-6600  
 Meets second Thursday of each month at 3:00 P.M.  
**SIDNEY M. EHRLMAN**, President, Nevada Bank Bldg., Z.4  
**BEN BAGGENSTOS**, 370 Townsend St., Z.7  
**FRANK A. PLYNN**, 68 Post St., Z.4  
**SAM K. HARRISON**, 419 Bryant St., Z.7  
**W. HENDERSON**, The Examiner, 3rd & Market, Z.3  
**NEL HERTZ**, 824 Taraval St., Z.16  
**DAN S. HEWITT**, 1834 11th Ave., Z.22  
**MILTON KLETTER**, 2179 27th Ave., Z.16  
**GUIDO J. MUSTO**, 535 North Point St., Z.11  
**RICHARD H. NEWHALL**, P.O. Box 1471, San Francisco  
**RALPH J. A. STERN**, 305 Clay St., Z.11  
**EDWARD SHARKEY**, Managing Director  
**E. LAWRENCE GEORGE**, Secretary  
**SAN FRANCISCO MUSEUM OF ART**  
**DR. GRACE MORLEY**, Director, HE 1-2040

## DEPARTMENTS UNDER THE CHIEF ADMINISTRATIVE OFFICER

### CORONER

650 Merchant St., Z.11, DO 2-0481  
**DR. JOHN J. KINGSTON**

### ELECTRICITY, DEPARTMENT OF

45 Hyde St., Z.2, HE 1-2121  
**GORDON C. OSBORNE**, Chief  
 Superintendent of Plant

### FINANCE AND RECORDS, DEPARTMENT OF

**BEN G. KLING**, Director, 220 City Hall, Z.2, HE 1-2121  
**COUNTY CLERK—MARTIN MONGAN**, 317 City Hall, Z.2, HE 1-2121  
**PUBLIC ADMINISTRATOR—PHIL C. KATZ**, 463 City Hall, Z.2, HE 1-2121  
**RECORDS AND REGISTRAR—JO VOTERS—THOMAS A. TOOMEY**, 167 City Hall, Z.2, HE 1-2121  
**TAX COLLECTOR—EDWARD F. BRYANT**, 107 City Hall, Z.2, HE 1-2121

### HORTICULTURAL COMMISSIONER

Agricultural Building, Embarcadero, Z.7, SU 1-3003  
**WILLIAM F. CARROLL**

### PUBLIC HEALTH, DEPARTMENT OF

Health Center Building, Z.2, UN 1-4701  
**DR. J. C. GEIGER**, Director of Public Health  
**DR. R. C. SAGE**, Assistant Director of Public Health  
**HANSLER HEALTH HOME—DR. WILLIAM G. VAN DERVENTER**, Superintendent, Redwood City  
**LAGUNA HONDA HOME—LOUIS A. MORAN**, Suplt., 7th Ave. and Dewey Blvd., Z.16, MO 4-1580  
**SAN FRANCISCO HOSPITAL—DR. T. E. ALBERS**, Suplt., 22nd and Potrero, Z.10, MI 7-9830  
**CENTRAL EMERGENCY HOSPITAL—DR. EDMUND BUTLER**, Chief Surgeon, Grove and Polk Sts., Z.2, UN 1-1035

### PUBLIC WORKS, DEPARTMENT OF

260 City Hall, Z.2, HE 1-2121  
**SHERMAN P. DUCKEL**, Director  
 Assistant Director

**Bureaus**  
**ARCHITECTURE—DODGE RIEDY**, City Architect, 265 City Hall, Z.2, HE 1-2121  
**BUILDING INSPECTION—J. A. GRAHAM**, Suplt., 275 City Hall, Z.2, HE 1-2121  
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## Former Fire Commissioner Sobel Honored by Mayor Robinson

**MAX SOBEL**, San Francisco business executive and former president of the Fire Commission, had two new honors recently.

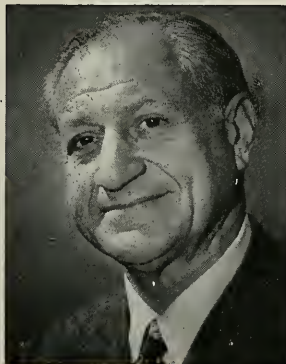
He became the first commissioner emeritus in the city's history and the first lifetime honorary member of the David Scannell Club, organization of the San Francisco firemen.

Mayor Elmer E. Robinson presented Sobel with a gold badge and a certificate as commissioner emeritus in a ceremony at the new firehouse, 135 Sanchez street, built during Sobel's term on the commission.

Robert Callahan, official of the Scannell Club, reported the members had voted Sobel an honorary member of the organization.

In presenting Sobel with the badge of the new office, the Mayor said:

"I know of no man who has desired to give more to city service." Fire Chief Edward P. Walsh stated that



**MAX SOBEL**  
 Commissioner Emeritus  
 San Francisco Fire Department

Sobel had won a "richly deserved honor."

Sobel, appointed to the commission by Robinson in January, 1948, served two years before illness forced his retirement a few months ago. He was president during the entire time and sponsored the program of decorating the city's firehouses during the Christmas season.

## Harold H. Jones Appointed Purchaser

Harold H. Jones, a veteran of 29 years in city service, has been appointed to the \$12,000-a-year position as Purchaser of Supplies, succeeding the late Martin H. Gerry.

Jones was promoted from the \$8400-a-year job of general superintendent of shops in the purchasing department.

The appointment was made by Chief Administrative Officer Thomas A. Brooks, who was Jones' direct superior when Brooks served as pur-

chasing agent from 1933 to 1941.

Jones, 55, is a native San Franciscan. He attended Horace Mann Grammar School and Humboldt Evening High School. He entered city service in 1920, was made general foreman of the shops the following year and general superintendent in 1937.

He first served as an auto machinist in the Fire Department and was transferred to the purchasing office when that department was established in its present form under the new charter in 1932. He has served successively under Brooks and the late Purchasers Horace Kephart, William Hubner and Gerry. Gerry died recently.

The new Purchaser of Supplies and his wife live at 1385 18th avenue. They have three daughters, Mrs. Marjorie Kreutzer of Fresno, Mrs. Florence Bacon of Corpus Christi, Texas, and Mrs. Agnes Cotton of Fairfield.

Railroad crossings' greatest need: Twice the caution—half the speed! (Make those grade crossings in the Green Cross manner.)

# S. F. Women's Chamber Holds Annual Spring Civic Luncheon

SAN FRANCISCO WOMEN'S CHAMBER OF COMMERCE held its Thirteenth Annual Spring Civic Luncheon on Saturday last month in the Rose Room, Palace Hotel.

The principal speaker was Reginald H. Biggs, Vice President and General Manager of the Emporium—and Vice President of the San Francisco Chamber of Commerce. He discussed the problems facing the industrial development of San Francisco in the years ahead as compared to those which existed during the past century. This civic luncheon was dedicated to the City of San Francisco with Acting Mayor James Leo Halley and Raymond D. Williamson, General Chairman of the Citizens' Centennial Committee bringing brief messages.

Mrs. Edith C. Wilson was chairman of the day and Mrs. Cecil L. Cooley, president, presided.

Represented at the luncheon was a cross section of San Francisco and Bay Area civic, commercial, industrial and cultural interest.

Assisting Mrs. Cooley with arrangements were Mrs. Wm. H. Scott, Mrs. Evalyn R. Clifford, Mrs. Henry Dipel and Mrs. Pearl M. Maritzen. Entertainment program was handled by Mrs. Alfred Holroyd. Reservations: Mrs. Harry S. Curry, Mrs. Frank F. Kilsby and Mrs. Irving La Fortune. Decorations by Mrs. Edward J. Benn assisted by Mrs. Jack Warshaw, Mrs. Ann Goodman and Mrs. Charles Grimmer. Hostesses were Mrs. Bernard L. Hechinger, Mrs. Harry Beshor-



MRS. CECIL L. COOLEY, President  
S. F. Women's Chamber of Commerce

man, Mrs. Edward Falk, Mrs. James R. Davis, Mrs. Bhradde Wells, Mrs. John Rippe, Mrs. Wm. H. Hanton, Mrs. Ruth Lund, Mrs. Dolly Lund, Mrs. Letitia Surdez and Mrs. Aton Barnes.

# Bay Area Counties in Strategic Position for Economic Advantage

THE VALUE OF THE BAY AREA'S central location in serving the entire West and this location's importance to the marketing opportunities created by the great population migration of the past decade is presented in a study released today by the Bay Area Council. Like the cop on the corner, the Area is in the center of things, says the Council, and like the cop directing traffic, this central position affords the best vantage point for distribution of traffic or the products of industry.

The Council study is based on an article "How Will Your Markets Grow," by Margaret Jarman Hagood, Statistician, U. S. Bureau of Agricultural Economics, in the April issue of Dun's Review.

The western population shift attracted to this area by the rapid expansion of war industries was expected to slow down with the cessation of hostilities and it was thought that migrating workers would return to eastern homes. On the contrary, the western movement has persisted, in-

cluding veterans stationed on the West Coast during the war, some of the wartime migrants who were no longer content on returning to the East and the migrants' families and friends. "The most striking population shift expected in the next 25 years is from East to West," according to the government statistician. As in the past decade, the West Coast's expanding population will stimulate development of industrial plants, service establishments, agricultural production. The estimated total population on the Pacific Coast of 15-million in mid-49 is expected to increase to between 20 and 25 million persons by 1975, a 32% to 66% gain, whereas the United

States population will expand by only 9% to 26%, according to the study. No other section of the country shows such spectacular changes.

The farm population alone in the Pacific States was 5% higher in 1949 than in 1940, while in all other sections except New England, every other major region experienced a decline. "West Coast agriculture expanded greatly during the period and much of the expansion was in fruit, vegetables and other specialized crops with high labor requirements, the Dun's Review article states.

# Honor Brucato Market Head

With construction plans nearly completed for the Farmers' Market at Alemany Blvd. near Bayshore and with work scheduled to begin sometime during the fall the tallest flagpole in San Francisco will be erected in the modernized market, the Farmer's Market Advisory Board announced today.

Proposed by farmer representatives and approved by Chief Administrative



JOHN G. BRUCATO, Chairman  
Farmer's Market Advisory Board

Officer Thomas A. Brooks, the flagpole will honor John G. Brucato, founder of the Farmers' Market and present chairman of the Farmers' Market Advisory Board. Location will be at the entrance of the market and will be visible for many miles in that vicinity.

Cost of the flagpole will be underwritten by the farmers and the funds will be turned over to the city to be included in the capital expenditures.



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The Farmers' Market will be seven years old in August. Through many years of strife and controversy its destiny has been guided by Brucato to a point where now it has entered into a period of peace and public service.

The Market has been the salvation of the small farmer and its popularity with the people of San Francisco has constantly increased. It is now recognized as part of San Francisco life and an example by numerous communities throughout the nation.

In spite of his many other civic and fraternal activities and operating his own business, Brucato continues to devote most of his time to the welfare of the Farmers' Market.

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## THOMAS A. MALONEY

(Continued from page 4)

dren, Thomas A. Maloney, Jr., Jack, Alice Maloney Ehrhorn, and Barbara Maloney Davis. They have ten grandchildren.

Thomas, Jr., for twenty years a state employee, now is an executive with the R. L. Polk Company in Cincinnati, Ohio. Jack Maloney is Chief Deputy Insurance Commissioner.

As a member of the State Senate, Maloney was one of the seven men who represented San Francisco in the "Upper House" of the state legislature. When he wasn't in Sacramento, he worked in lumber yards or on the waterfront.

With re-organization of the legislature in 1932 which gave San Francisco but a single senator, Maloney ran for the Assembly from the Twentieth District and was elected—and re-elected ever since. He left the waterfront and organized an insurance business and now maintains offices at 405 Montgomery street.

### YEARS IN POLITICS

His years in politics have not paid off with huge insurance commissions. The bulk of his business is policies written on homes, many in his district. "I don't get the insurance of the big companies," he says, "I seem to have sponsored considerable legislation that is considered progressive and the commission's don't come and I am just as glad."

During his quarter century in Sacramento, Assemblyman Maloney has sponsored legislation that is progressive and beneficial not only to labor and working people but all groups that make up the city. Here is the record of his achievements and activity during recent years:

Sponsored enabling legislation for establishment of the World Trade Center.

Voted in favor of the Foreign Trade Zone, now operating on the waterfront.

Supported legislation which gives a sick or disabled employee, when not covered by compensation, 12 days of hospital benefits at \$8 per day.

### SUPPORTED LEGISLATION

Supported legislation providing for a Reserve Capital Outlay fund of over \$235,000,000 without imposition of new taxes. The fund now is being used for schools, colleges, hospitals, correctional institutions, and other needed services.

Sponsored legislation freeing \$75,000,000 in state funds to be used in the event of a decrease in state revenues without imposition of new taxes.

Sponsored and supported Governor Warren's highway bill.

Introduced the bill repealing the 52-year-old law prohibiting the sale of pre-colored margarine.

Sponsored amendments which cut the interest on small loans.

Sponsored a measure which exempted construction and ship repair from the state sales tax, to encourage job producing industries in San Francisco.

Voted for \$4,000,000 for San Francisco's State Teachers' College.

Sponsored legislation permitting greater use of the Cow Palace.

Supported the Rapid Transit Bill, possibly a solution of the Bay Region's transit ills.

### WON APPROVAL

Was active in winning legislative approval of resolutions in Congress requiring the continued operation of the Hunters' Point Naval Shipyard.

Voted for a resolution asking the Congress to increase the minimum wage from 40-cents to 75-cents an hour.

In all these activities, Thomas Maloney worked with a knowledge of what is "good politics" and with a sincere belief that such legislation was for the greatest benefit for the greatest number.

He knows that politics is a profession. He learned under the tutelage of the late Tom Finn, one of the last of S. F.'s great humanitarians.

Yet Maloney knows that the men who operate government as the representatives of the citizens must change with the times, must progress with the people.

### METHOD OBSOLETE

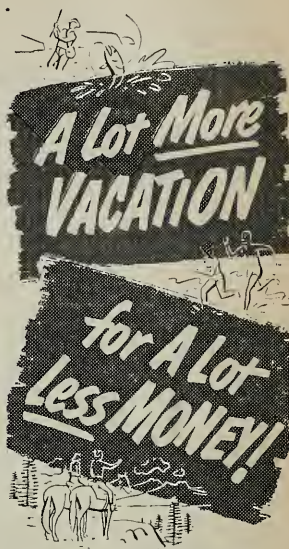
Finn, as was customary at the time, lubricated his political machinery with patronage. Maloney knows that such a method now is obsolete.

"Civil service, the merit system, did away with patronage and political machines," he says. "And while it was nice to have patronage, things are better off for everyone concerned under the merit system, although improvements can be made."

He does believe the people should be more interested in their government. Those individuals who exhibit any interest are the lobbyists, "Very few of whom ever bought me a meal" he says. Men who are labeled as lobbyists are just individuals representing their particular industry, profession, group, etc., and as long as they conduct themselves where there is no graft or corruption, Tom Maloney feels, they should protect the interests they represent.

Men and Women who carry the title of "Lobbyist" represent churches of all creeds, labor, business, all types of industry, newspapers, fraternities, etc., and on the whole are decent respectable persons. The results of government are merely a reflection of the interest of the citizens and they, in the final analysis are responsible for the results.

(Continued on next page)



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# THOMAS A. MALONEY

(Continued from page 9)

As a veteran of more than 25 years in government, Maloney does not become unduly excited over the current cost of government.

He realizes that it costs more to run a state with 10,000,000 people than it did to run California when the population was but 4,000,000. If people are to drive their automobiles, they must have highways and the only way to obtain them is to levy taxes to pay for the construction. An expanded population requires more services and it is only good business to provide them on a business-like basis, he says.

In Sacramento, Maloney does more than work specifically for the benefit of San Francisco. Earl Behrens, astute political observer for the San Francisco Chronicle, has called him the "Great Compromiser." He is. He has

a peculiar knack of bringing opposite parties together in common agreement.

When Thomas Maloney is not in Sacramento, he is working continually to help others. He may be finding a suit for an individual down on his luck, putting the "touch" on his friends for a contribution toward a burial fund. These are his private works of mercy. This book would not hold the many kind acts of Tom Maloney, especially his interest in youth. With his insurance business just beginning to reach a point where he may have a comfortable income in a few years, Maloney has no objection to taking a loss once in awhile by continuing active in politics.

His expenses are sometimes more than his allowance and his business losses are greater than his current \$300 a month legislative salary. Yet, he remains on the job because:

"I like politics."

There is considerable more behind that statement than the superficial meaning of the words.

He has knowledge and skill in parliamentary procedure.

He has a deep sense of the responsibility of serving his city, his state, his nation.

He is not an articulate man but he has an intuitive skill at getting to the heart of the problem and seeing the fundamental justice of an issue.

He has friends because he is kind and friendly.

Despite his achievements in the legislature, not one of his greatest victories was his greatest moment as a lawmaker.

That moment was when he announced the death of Franklin Delano Roosevelt to the members of the Assembly, a duty thrust upon him because he was the presiding officer at the time the news arrived in his oft-repeated role of Speaker Pro Tempore.

It was his greatest moment because he was not personally concerned other than in his respect to one of the nation's greatest presidents.

While Maloney officially is a Republican, he seldom if ever wears a party label. His voting record indicates that he considers the merits of a bill rather than the politics of the sponsor.

It is this characteristic that should be weighed if Maloney is considered as a candidate for Mayor of San Francisco. The city is not a group of factions, one seeking to dominate the others, it is a group of people, living together, in harmony if possible.

Whether Maloney does become a candidate for Mayor is a decision he alone will make. But those who think they are Warwick in San Francisco politics could look long before they found a more qualified candidate if they desire a change in the city's "front office."

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**WHIT HENRY**

(Continued from page 2)

The following quotation is exactly what a candidate said in a recent election speech: "Down the untrod paths of the future I can picture the footprints of the hand of destiny."

Need I say more?

\* \* \*

**SAID THE REVEREND** Henry Ward Beecher  
To a hen, "You're a beautiful creature."

And the hen just for that,  
Laid an egg in his hat.  
And so thus did the hen reward Beecher.

\* \* \*

**I** OFTEN WONDER why many small restaurants don't specialize in a few real good dishes rather than attempting to have a large menu and nothing worth recommending. That such a small restaurant can be a success is proven by Chris's Sea Food

on the north side of Mission Street just below Third. The slogan is "We seat 7,000 people . . . 16 at one time." That is a fact: only 16 people can be accommodated but the food is excellent. The menu is limited and everything is cooked to order and is served piping hot.

\* \* \*

**A**NOTHER POPULAR eating establishment with a long history is the Tadich Grill at 545 Clay Street, often called the "Cold Day." The name "Cold Day" became attached to the old lunch house in a unique and interesting way. Alexander Badlam and a number of his political associates were wont to visit the restaurant. At the famous Wigwag, after an exciting political battle in which Badlam was successful he remarked: "It's cold day when I get left." Soon after that memorable convention in 1882 Badlam and the restaurant where he and his friends so often assembled became known to a small coterie as the "Cold Day." So firmly did the name become fixed that everybody spoke of it as the "Cold Day," whereupon the firm adopted the name by which it has been known for many years.

\* \* \*

**S**OME DRIVERS still consider the Bay Bridge a race track, and as long as they do they are a menace to more careful drivers. Many otherwise careful drivers still insist on driving in the lane next to the center strip and they are inviting death from speeding cars coming in the opposite direction. Here are the supplemental

traffic rules and regulations for driving on the bridge:

1. Upon the upper deck of said bridge, all vehicles shall be driven in that lane which is farthest to the right of the center line of the roadway and which is available to traffic; and all vehicles shall at all times be driven to the right of the center of said roadway.

2. Any vehicle proceeding at less than normal speed or traffic thereon shall be driven in the right-hand lane for traffic and as close as practicable to the right-hand curb, except when overtaking and passing another vehicle

proceeding in the same direction.

3. No vehicle shall be driven in the center traffic lanes, except at such times as the volume of traffic requires the use of the center lanes or when overtaking and passing another vehicle proceeding in the same direction.

4. All vehicles shall be driven entirely within a single traffic lane delineated by pavement markings, and shall not be driven from such lane until the driver has first ascertained that such movement can be made with safety and only when overtaking and passing another vehicle proceeding in the same direction.



George Shimmon, press photographer in search of exclusives for the Record caught Jimmy Roosevelt and Jake (the Master) Ehrlich in serious conversation at the Press Club. Unfortunately the conversation itself was top level secret.

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# CITY-COUNTY RECORD

Vol. 17—No. 7

July, 1950

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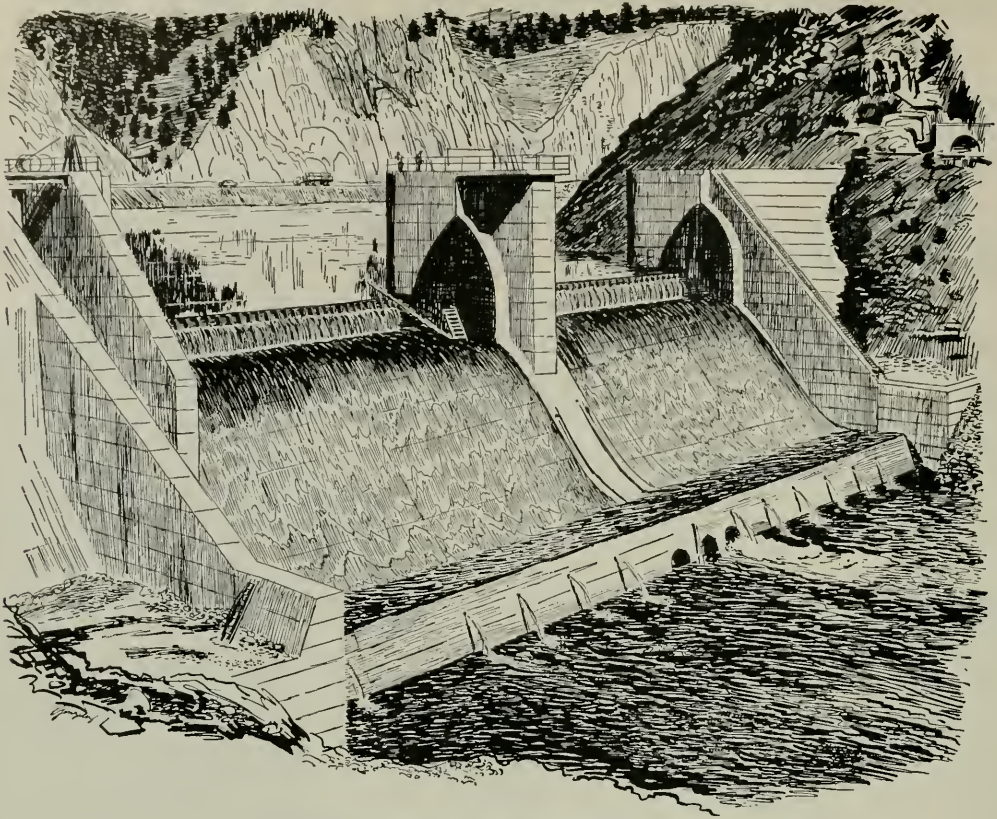
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**GEORGE WESLEY PRACY, General Manager  
San Francisco Water Department**

(See story on page 4)



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## RESOURCES

Cash and Due from Banks . . . . .	\$1,081,444,437.46
United States Government Obligations . . . . .	1,806,448,741.39
State, County, and Municipal Bonds . . . . .	352,608,311.11
Other Bonds and Securities . . . . .	220,421,047.56
Loans and Discounts . . . . .	2,886,738,390.80
Bank Premises, Fixtures, etc. . . . .	48,237,689.82
Customers' Liability on Letters of Credit, etc. . . . .	95,334,556.58
Accrued Interest and Other Resources . . . . .	24,202,379.21

**TOTAL RESOURCES . . \$6,515,435,553.93**

## LIABILITIES

Capital . . . . .	\$150,000,000.00
Surplus . . . . .	166,000,000.00
Undivided Profits and Reserves . . . . .	85,085,136.04
<b>TOTAL CAPITAL FUNDS . . . . .</b>	<b>\$401,085,136.04</b>
Reserve for Possible Loan Losses . . . . .	42,988,017.01
Deposits { Demand . . . . . \$3,140,072,965.99 } . . . . .	5,919,457,951.68
{ Savings and Time . . . . . 2,779,384,985.69 }	
Liability for Letters of Credit, etc. . . . .	100,609,905.88
Reserve for Interest, Taxes, etc. . . . .	51,294,543.32

**TOTAL LIABILITIES . . \$6,515,435,553.93**

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**JULY, 1950**

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# GEORGE WESLEY PRACY,

## General Manager,

### San Francisco Water Department

By WILLIAM FLYNN

Special Writer — The Record

**G**EORGE WESLEY PRACY is the individual who makes sure every citizen of San Francisco gets a drink—of water—when he wants it. He also must supply water needed for such jobs as washing the dishes, washing the face or body, and keeping the green in the lawn.

This responsibility belongs to Pracy because he is the General Manager and Chief Engineer of the San Francisco Water Department, the city's most successful and probably most important utility. He has held the job since January 1, 1949, when he succeeded Nelson A. Eckart, who retired. He was a long time earning the appointment.

The amount of water consumed by the owners of the Department and their customers of Peninsula cities, who are dependent on the San Francisco utility for their supply of water, is fantastic.

#### STATISTICS SHOW

Consider these statistics and attempt to translate them into terms of use:

Average system consumption—103.2 million gallons daily.

Average San Francisco consumption—88.3 million gallons daily.

Average San Francisco per capita daily consumption—102.27 gallons per day.

The peak consumption during a 24-hour period, according to the latest available records, was 138.3 million gallons.

The minimum daily consumption was 73.3 million gallons.

It is interesting to note that the maximum consumption occurred on one of the year's warmest days and the minimum was recorded during a winter month of February.

On the financial side, the statistics reveal:

Net water sales for the year amounted to \$10,952,354, an increase of \$317,777 or three per cent over the preceding year.

Accounts within the city limits, increased by \$125,546 making a total net sales within the city of \$9,307,267 or 85.2 per cent of the department's total net sales.

Suburban net sales increased \$192,231 to \$1,625,087, or 14.8 per cent of the department's net sales.

The demand for water, continually increasing as San Francisco's population increases and the number of its industrial water uses become greater, has been met without the threat of a water shortage.

This is in striking contrast to the plight of New York City which was forced to hire a \$100 a day rainmaker to milk the clouds to fill empty stor-

age reservoirs while the citizens were urged to forego their daily baths and shaves and to mix bottled water with their hourbon.

Moreover, the San Francisco Water Department is in the middle of a multi-million dollar construction program that will guarantee the citizens all the water they can use for the next fifteen years. The city has rights to an ample supply of water and the only problem involved is transporting it from the High Sierra country to the consumer several hundreds of miles away.

The balance sheet of the water department reveals total assets of \$56,062,225.57, according to the latest available reports.

#### VALUABLE PROPERTY

This multi-million dollar property came into being at the stroke of noon, on March 3, 1930, when the City of San Francisco went into the water business, eliminating private capital and management from the city's most fundamental utility. The properties of the Spring Valley Water Company, which had supplied water to San Francisco since 1858, were taken over by the citizens.

In assuming ownership of the properties, the city also undertook a responsibility. It acquired the obligation of providing its people with a supply of pure water, adequate at all times to meet the full needs for domestic, commercial and public purposes.

The continued adequacy of supply has proved that the city could and does fulfill its responsibility to its citizen owners. But the "city" is merely the men who administer the utility. As the head man of the organization, Pracy, a soft-spoken, six-footer, is the man who not only is doing the job but is responsible for success or failure.

The general manager and chief engineer of the San Francisco Water Department has been in the business of selling water practically all his life.

He was born in San Francisco on March 19, 1887, the son of Joseph Pracy and Susie A. Idell Pracy. He re-

ceived his education in the public schools of San Francisco, attended the Cogswell Polytechnical College, graduating in 1904, and received his Bachelor of Science Degree from the University of California in 1908.

A year later he was employed by the Spring Valley Water Company as an assistant engineer. He was promoted to Assistant Superintendent of the City Distribution System during September of 1913, was superintendent by 1917. When San Francisco acquired the private company in 1930 he was one of the assets and upon Eckert's retirement a year ago, he became the chief executive of the utility.

He has won recognition of professional organizations and has taken an active part in civic and fraternal affairs.

Pracy has served as president of the American Water Works Association and as president of the San Francisco Section of the American Society of Civil Engineers. He was president of the San Francisco Kiwanis Club and served one term as lieutenant governor of the organization. His clubs include the Oriental Lodge No. 144, F. & A. M., Parnassus Chapter, No. 269; the Commonwealth Club. He also is chairman of the board of trustees of the Cogswell Polytechnical College.

As chief executive of the San Francisco Water Department, Pracy sums up his duties and responsibilities as follows:

"My job is to see the Department operates efficiently.

"I have to see that everyone gets water."

#### OPERATES DEPARTMENT

He operates the department without benefit of a tax subsidy, such as received by the Municipal Railway. There are an average of 510 employees although 140,000 individual customers are listed in the books of the Department. The personnel roster is considerably less than that of comparable utilities, such as the Los Angeles Water Department and the East Bay Utility District.

"We should have more employees," he says, "about 550."

The Water Department has two sources of revenue. It sells water and it rents property. The second source of income is provided by lease and rental of farm lands that make up the water districts and some farming activities such as a walnut farm in Southern Alameda County. The walnuts earned \$39,896.52 during the 1949 fiscal year.



Providing the water for sale is the greatest problem of the Water Department. As ample supplies are available, delivering it to the customer requires continual expenditures of money for pipe lines that cross the San Joaquin Valley and the Bay. After these lines bring the water to reservoirs on the Peninsula and within San Francisco, there is the task of providing adequate intra-city distribution lines.

#### DISTRIBUTION FACILITIES

As these distribution facilities cannot be constructed over night, the Water Department must plan on a minimum five year basis. When the present construction program is completed, there will be no need for more bond money for about ten years. But if San Francisco and the Peninsula continued to grow, new planning will get underway about 1960.

These campaigns require so much time because the projects, usually costing several millions of dollars, must not only be sold to the Public Utilities Commissioners who are the high level thinkers for the Water Department, but also the Mayor, the Board of Supervisors, and the owners

(Continued on next page)

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of the system, the voters of San Francisco.

This is one of the principle differences between working for a privately-owned utility and a public utility, Pracy finds. In the old days, when he wanted to make an investment for the benefit of the Spring Valley Water Company, he had only to sell the company's board of directors. Now he has to sell at least the directors and three other governmental units.

"It all takes time," he says.

In addition to making long range plans for supplying the required water to consumers, Pracy and his engineers also have to be something of economists. They have the responsibility of operating the department in a profitable manner without asking the citizen owners for a tax subsidy to make up losses.

This involves not only the problems of sales within the boundaries of San Francisco but also relations with more than a score of communities on the San Francisco Peninsula. The San Francisco Water Department has wholesale customers in San Mateo and Santa Clara counties. When the newest transmission facilities are completed, the sales area will extend as far south

at Sunnyvale and Mountain View and Los Altos on the Peninsula and to Warm Springs in Southern Alameda County.

The question of just how long the San Francisco Water Department can maintain its present rate schedule for all its customers must be considered.

Right now, the buyers of San Francisco's water are paying ten per cent less for the same product than they did when the Spring Valley Water Company was sending out the bills twenty years ago. Meanwhile, operating costs have increased. The result is that while gross income increases, the net profit figure decreases.

**ANNUAL STATEMENT**

This is reflected in the latest annual statement that shows a net income of \$1,888,394.85 for the 1948 fiscal year, as compared with \$1,778,616.94 for the 1949 fiscal year, a decrease of \$109,777.91.

While Pracy will not discuss the question of just how much the rates should be increased to put the department on an ideal financial operating basis, a check of figures gives some indications of what may be suggested in the future.

A fifteen per cent increase for the customers in San Francisco would not be out of line, considering increased operating costs; nor would a 35 to 50 per cent increase in the rates now paid by the wholesale Peninsula customers which retail the water to individual buyers in the rapidly expanding communities of the southern Bay Area.

At the present time the Water Department has a rate expert going over the cost figures for the peninsula sales division. He is doing the job that ordinarily is done by the State Public Utilities Commission in the case of a privately owned utility, which has no jurisdiction over the operation of the municipally owned water department. What his recommendation will be remains to be seen.

**RATES QUESTION**

But after the recommendations are made there is the question of whether the rates will be increased. Water rates, since the city acquired the utility, always have been a political question which involve the future of supervisors and mayors. There is more chance for an increase in the Peninsula schedules, whose ultimate buyers do not vote in San Francisco, than there is for one in San Francisco.

But:

"I don't see how the Water Department, more than any other public utility, can operate on the same basis of rates as it was operating on in 1930," Pracy says.

However, it seems to be able to do so.

Pracy explains:


"The Water Department will keep clear of a tax subsidy but to do that means sacrificing new construction."

This new construction is not in the major transportation facilities. It is in the distribution facilities within the city sales district.

This is what happens:


As the sales increase, with a greater

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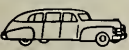
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gross income, the profit continues to decrease. Income is used for capital expenditures required by maintenance and replacement and expansion of the system.

Eventually, unless the rates are increased, the entire profit will be wiped out and then the Supervisors will have the choice of really increasing the rates to refund accumulated debts or voting a tax levy to finance the necessary project.

However, such a situation will not come to a crisis for at least a decade. In the meantime, the present system of financing the department's expansion but for major projects such as trans-bay and trans-valley distribution lines, will continue. Supervisors seldom have taken a stitch in time to save nine.

There are those who may argue that the Water Department has such a bright financial report every twelve months because it does not pay any taxes, either to the local, state, or federal government as do privately owned utilities.

While it may not pay taxes directly to the city, the Water Department does make a contribution that could be considered in lieu of taxes.

Other departments in the city require water for their operation—such as the fire department. This is supplied to them free by the Water Department. The value of such a contribution during the 1949 fiscal year was \$601,463.17, an increase of \$15,904.08 over the previous fiscal year.

"We think that sum is greater than we would have paid in taxes," said Pracy, "but our properties no longer are assessed so we don't know what the tax bill would be."

He favors assessment and tax payments to the city by the Water Department and cash on the line for water supplied the other departments. But higher-level policy makers in the City Hall have decided that the gift water is the proper method.

Pracy is content to accept such decisions for he knows that he has continued the fundamental policies and administrative methods that has made the Water Department a rarity in the utility business, a profitable enterprise for its citizen owners that gives them a vital product without restriction at rates less than paid twenty years ago.

The record of his work is written in the record of the department he helped build, integrating the knowledge and skills he learned in part under private management into the operation of a municipal utility—proving once again that the city has skillful and efficient employees who often are better at their business than the high-salaried experts of private industry.

Pracy's job is not a glamorous one—until it is realized that without the Water Department with an efficient and competent manager such as Pracy at its head, San Francisco would be a dead deserted city, abandoned by those who need and continually need a drink—of water.

## San Francisco Chamber Group Holds Eureka Trade Meet



RECEIVED THIS WEEK from the Eureka Chamber of Commerce was the above photograph of the entire San Francisco Chamber of Commerce delegation which visited Humboldt County in the "largest-to-date" trade trip of the year, June 28. Led by Trip Chairman Graham Holabird, the

thirty-seven businessmen shown above flew to Eureka in two Southwest Airways planes, one of which is pictured in the background. Guests of the Eureka Chamber, they were taken on tours of Humboldt County industry and hosted at a special luncheon.

**N**EW RECIPROCAL trade opportunities for San Francisco and Humboldt County were explored recently by the San Francisco Chamber of Commerce when its largest trade delegation of the year spent Wednesday, June 28, in the Eureka area.

The business junket to the northern California community was another of the Chamber's regular trade development "Good Neighbor" tours designed

to increase San Francisco wholesale business.

Headed by Graham Holabird, trip chairman and district manager of National Electric Products Company, the group of 37 Chamber members flew to Eureka in two chartered Southwest Airlines DC-3 planes. They were taken on tours of California Barrel Company plant in Arcata, the Eureka Plywood Company, and the Hammond Lumber

Company, and were guests of the Eureka Chamber of Commerce at a reception and luncheon.

Holabird reported that the lumber industry in the Eureka area, still the dominant industry, showed increasing growth. There are now over 200 lumber mills in the area as compared to 24 before the War, he said. He added that Eureka has put into operation three large plywood mills since the

end of the War and that the development of all redwood ply has proved important to Eureka in its trade with the Orient.

Because of long-standing close relationships between San Francisco and Eureka, Holabird said that increased activity there reflects itself in increased business for San Francisco, for much of Eureka's industry is "served" through this city.

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### CONTRACT AWARDED FOR 'F' OVERHEAD WIRE

A contract for installation of overhead wiring for trackless trolley operations along the route of the "F" (Stockton) line will be awarded to Abnett Electric Co. on a low bid of \$265,053.

**WORLD TRADE CENTER**—Test borings for the first unit of the proposed San Francisco world trade center at the north end of the Ferry Building were made May 18, according to Leland W. Cutler, Chairman of the S. F. World Trade Center Authority. The first unit of this long-planned center is estimated at \$10 million, with an overall estimate of \$75 million for the completed project.

### SAN MATEO COMMITTEES ELECT CHAIRMAN

Enoch L. Richardson, San Mateo trucking firm owner, was elected chairman of the San Mateo County Republican Central Committee at an organization meeting in Redwood City Tuesday night, July 11th.

J. Ed McLellan, of Burlingame, dean of the county committee, was named treasurer after declining the nomination for chairman. Larry Hatlet, of Menlo Park, was elected vice chairman, and Hugh Wayne, Burlingame, was chosen secretary.

Marion H. Kent, Burlingame real estate man, was elected chairman of the County Democratic Central Committee.

Other new officers are Frank W. Rose, San Mateo, vice chairman; William I. Farmer, San Bruno, secretary, and Richard Armstrong, Redwood City, treasurer.

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**SUMMER CAMPS**

(Continued from page 7)

ber of San Franciscans who would like to enjoy an inexpensive vacation as its guests. More than a month before the opening of the 1950 season, reservations had been completely filled for the entire season except for the first and last weeks.

To cope with this demand, plans are under way to increase the capacity to 500 persons at a time. This expansion program will be financed by \$300,000 derived from the \$12,000,000 recreation bond issue voted by San Franciscans in 1947. Already, the project has proceeded through the architectural stage. Camp authorities expect that it will be given high priority this summer, as the summer season is the only time when certain phases of the construction can be done. The expansion calls for an increase in accommodations without major increases in personnel.

One of the features of the camp which appeals to families is its safety for children, together with room, freedom and beauty. At the same time, the outdoor experience is a rare and stimulating experience for the children.

"The experience of youngsters who have never been out of the city and who can now go to the mountains open new fields of thought for them," said Miss Josephine D. Randall, Director of the San Francisco Recreation Commission.

"We find that their outdoor experience at Camp Mather has influenced not only the boys and girls, but through them their brothers, sisters, and friends.

"There is no question of the great value of camping experience on a child. He gains a new viewpoint which may well be one of the more significant developments in his life."

Family camps for residents are also operated by the cities of Oakland and Berkeley. The two family camps of Oakland each have a capacity between 150 and 200. Feather River Camp is three miles from Quincy in Plumas County, approximately 225 miles from Oakland. Near by is a mountain camp for boys who use the same dining room facilities.

Oakland's Tuolumne camp is 150 miles from Oakland and 34 miles west of Yosemite Valley. Near this camp is a mountain camp for girls who also use the same dining room. Registration is limited to 30 days in the family camps and two weeks for the camps operated for boys and girls. Oakland residents are given priority, but others may make application to the Oakland Recreation Commission.

Berkeley has three municipal camps which are all family camps. However, Berkeley's Cazadero Camp, located in a redwood grove 81 miles north of the city in the Russian River area, has a capacity of 70 for family groups and 80 in units for boys and girls between the ages of 10 and 16. The rates are \$2.50 daily for youngsters, regardless of residence, and \$3.00 daily for adults who are Berkeley residents. Others who wish to use the camp facilities are charged at the rate of

\$3.50 daily. The 1950 season at Cazadero is June 24 to August 21.

Another Berkeley Camp is at Echo Lake, 185 miles from Berkeley, in the High Sierra, 12 miles from Tahoe. This family camp, operating from July 1 to August 26, has a capacity of 150. rates are the same as at Cazadero.

A third Berkeley Camp is Tuolumne Camp, located on the South Fork of Big Oak Flat Road, 165 miles from Berkeley. Near by are Oakland's Tuolumne Camp, Camp Mather, and public camp grounds operated by the U. S. Forest Service. The 1950 season is June 24 to September 4.

Detailed information on other municipal camps throughout the State is available through the communities which operate them. They are:

Sacramento—Highway 50, near Placerville in Eldorado National Forest.

Stockton—Silver Lake, about 50 miles east of Jackson, in Eldorado National Forest.

Fresno—On Dinkey Creek, about 60 miles northeast of Fresno, in Sierra National Forest.

Los Angeles—Camp Bradford on Barton Flats, in San Bernardino National Forest.

Camp Seeley, 12 miles from Lake Arrowhead, in San Bernardino National Forest.

Camp High Sierra, near Mammoth Lakes in the Inyo National Forest.

Kern County—Camp Inyo-Kern, on the Inyo River in Sequoia National Forest.

Camp Greenhorn, on the Greenhorn Mountains in Sequoia National Forest.

Riverside County—Near Idyllwild in San Bernardino National Forest (public camp ground).

The realization of California communities of the need for recreation areas planned for family vacations, at inexpensive rates, has led to the development of these resources in the State. The enthusiastic use which Californians have made of their municipal camps, as well as the camping areas provided by the Forest Service and the National Parks, point the way to even greater development of the recreation areas of the State for the use of its citizens.

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## Oakland Port Commssion Approves Plans for Additional Expansion

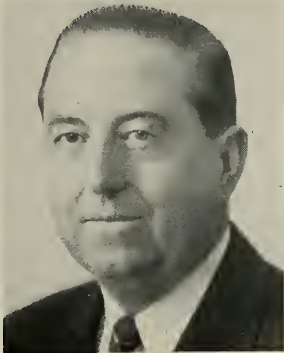
**F**OLLOWING AUTHORIZATION by the Civil Aeronautics Administration, the Oakland Board of Port Commissioners approved plans and specifications for a \$732,000 paving and drainage project at the Oakland Municipal Airport which is a preliminary to the eventual construction of a new passenger terminal building.

Action of the Board was taken after the CAA forwarded a grant offer of \$395,000 covering the paving, drainage, and the construction of a new control tower at the airport, according to Claire V. Goodwin, president of the Board.

Goodwin said that the \$395,000 of Government funds will be matched by \$337,000 by the Board of Port Commissioners.

In addition to the new control tower in front of the present tower at Hangar No. 5 to receive new surveillance radar, the project will include extension of the airport's concrete apron near the eventual site of the proposed Passenger Terminal Building west of Hangar No. 5, improve the taxiway from Hangar No. 27 to its intersection with Runway 27-R and Runway 1533.

The Board also authorized the calling of bids for the beginning of construction in the near future.



CLAIRE V. GOODWIN, Pres.,  
Oakland Port Commissioners

## S. F. Superior Judge Traverso Heads Italian Welfare Drive

**S**WINGING INTO THE SECOND PHASE of its campaign, the Italian Welfare agency of San Francisco has mailed more than 10,000 letters appealing for funds to continue its humanitarian program for 1950, announced President Louis Ferrari.

Booklets telling a graphic story of are being sent throughout the Bay Area, according to William F. Traverso, campaign chairman.

"Early results of our campaign have been gratifying, but much more money is needed to carry out the Italian Welfare Agency's slogan, "Please, somebody must care," Traverso said.

He stated that contributions were being received at campaign headquarters, 511 Columbus Avenue, and thanked the bay area newspapers and radio stations "for invaluable cooperation in telling the story of the Italian Welfare Agency's fund-raising drive."

This agency has been administering to the social and personal problems of Italian-Americans since 1916 and was founded by the late A. P. Giannini. Formed to take some of the burden off existing welfare organizations, the agency is the only one of its kind in California.

## Belford Brown Appointed On Retirement Bd.



Appointment of Belford Brown, assistant controller of the San Francisco Bank, to membership on the board of directors of the City Retirement System has been announced by Mayor Elmer E. Robinson.

Brown assumes the position vacated by Arthur W. Kohner, who resigned recently on account of ill health. Brown attended San Francisco schools, including the University of San Francisco. He joined the San Francisco Bank in 1933.

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## San Francisco Wins Safety Award



(Exclusive Photo for City-County Record)

**FIRST PLACE AWARD** in the annual National Traffic Safety Contest, sponsored by the National Safety Council, was won by the City of San Francisco. Here at the recent award presentation ceremonies held at the Palace Hotel, are (left to right): Mayor Elmer E. Robinson, who received the award for the city; Dr. Ned H. Dearborn, president of the National Safety Council; and Iver C. Larson, manager of the San Francisco Chapter of the Council.

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## Western Mart to Hold 35th Anniversary Summer Market

**A HIGHLIGHT EVENT** of the Western Mart's 35th Anniversary - Summer Market in San Francisco, July 24 thru 28, will be the semi-annual Western Radio-Television and Appliance Trade Dinner on Wednesday evening, July 26, in the Mart Club Auditorium on the ninth floor of the Mart. A program designed to attract the interest of all branches of the home appliance industry has been planned for this nationally renowned trade gathering, according to an announcement by George A. L'Amoreaux, promotion manager of the Western Merchandise Mart.

John R. Hurley, of Chicago, president of Thor Corporation will address the capacity audience of nearly one thousand members of the trade, giving a forecast of the merchandising opportunities in the home laundry business. The other principal speaker on the evening program will be a national leader in the radio and television industry whose name and subject will be announced soon. William I. Buchanan, of San Francisco, Pacific Regional manager of Frigidaire Division, General Motors Corporation, will preside as general chairman at the dinner meeting.

Concluding the evening program will be the traditional stage show, presenting a variety of entertainment by stars of stage and radio.



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**D**ODD M. McRAE, attorney for the City-County Record and one of the Bay Area's leading lawyers, announces the removal of his law offices to the Loew Warfield Building at 988 Market St., San Francisco. His new telephone number is Prospect 6-1815.

McRae had a most creditable military record during World War II. Although he had a fast growing, lucrative law practice at the start of hostilities, he volunteered for active service and was assigned to the Judge Advocates department of the U. S. Army. He was with the first detachments in the South Pacific and was one of those who made the last ditch stand against the Japs when their spear-head threatened Port Moresby.

He was discharged from service with the rank of major.

McRae is active in political and civic circles both in San Francisco and in San Mateo county where he resides.

**T**HE SAN FRANCISCO CHAPTER OF THE AMERICAN SOCIETY OF WOMEN ACCOUNTANTS held the installation of officers for the ensuing term on Wednesday evening, June 21, at the Fairmont Hotel, Green Room. Banquet at 7 P.M. preceded the installation.

The new slate of officers is: Anita Jockers, president; Ruth E. Clark, first vice-president; Ann Matthiesen, second vice-president; Genevieve Herrill,

corresponding secretary; Ann Bertolone, recording secretary; Katherine Geisbeck, treasurer; Marie Reynolds, Millicent Hughes, Mary Tonna, Directors.

Professor Hermann C. Miller, C.P.A.,

Chairman of the Department of Accounting, Ohio State University, was guest speaker. Professor Miller has written many articles which appeared in accounting publications throughout the country.

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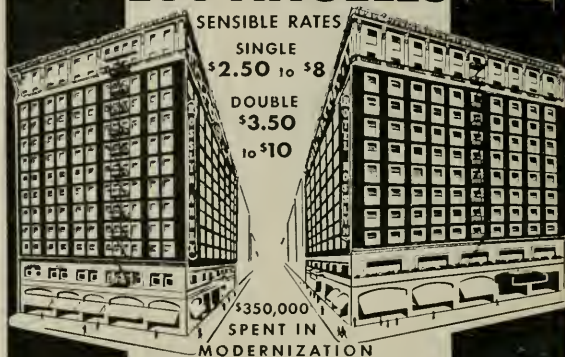
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# CITY-COUNTY RECORD

Vol. 17—No. 8

August, 1950

SUBSCRIPTION

\$5.00 Per Year

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THE MAGAZINE OF GOOD GOVERNMENT



**THOR M. SMITH, Assistant to Publisher  
San Francisco Call-Bulletin**

(See story on page 4)

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# CITY-COUNTY RECORD

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DODD M. McRAE ..... General Counsel

### Contributing Editors:

William Flynn—Record Biographies; Whit Henry—Around and About  
Ridgely Cummings — Wm. C. Hall, Special Writers

Publication Office: 31 Dolores Street, San Francisco 3, HE. 1-1212

"WE'LL CALL A SPADE, A SPADE"

Subscription \$5.00 per year. Issued monthly.

VOL. 17—NO. 8

AUGUST, 1950

## Around and About

THE PHELAN BUILDING is replacing the old hydraulic elevators with modern push button controlled ones. I suppose that it is a step forward, though I can't help but feel that the younger generation is going to miss something that until now has been of utmost interest to a growing boy or girl. I refer to the Caesar that sent the elevators on their upward trips with a clack of the castanets. In the days that were, he was monarch of all he surveyed. Bank presidents waited for him to give his signal before the cage doors would rattle shut; but now . . . an automaton governs most of the lifts and the starter is rapidly becoming an anachronism. Surely, there must be a place in heaven for the old time elevator starter. Children born this year and in years to come will never see his likes; and they will never see a horse drawn fire engine racing to a fire, and they will never see a circus parade going up Market Street. The good old days really had something.

\* \* \*

WOULD YOU LIKE to take a trip to the moon? With a little imagination it can be done in your car on a leisurely week-end trip. Leave San Francisco on a Saturday morning and head south; below Gilroy turn off for Hollister. Time is not of great importance, and a stop in San Juan and a visit to the old mission is worth while. Continue on south through Tres Pinos and when you come to Paicines turn east and head for Mendota. It is in this section that the country gets wilder and wilder, vegeta-

tion disappears and the whole terrain looks like pictures of the moon. There is practically no traffic and with a little imagination you are in another world.

(Continued on page 15)

Two wonderful ideas  
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# THOR M. SMITH

## Assistant to the Publisher San Francisco Call-Bulletin

By WILLIAM FLYNN

Special Writer — The Record

**THOR M. SMITH, ASSISTANT TO THE PUBLISHER** of the San Francisco Call-Bulletin, is a man of many trades.

Like any professional, he has a specialty—promotion. But he is also adept in the fields of advertising and editorial and he also has several hobbies.

His major relaxation is traveling and he does not merely take trips down the Peninsula, across the Golden Gate Bridge to Marin County, or to Tahoe with a biennial visit to Yosemite. The world is his beat.

Unlike many newspaper men who have spent more than two decades in the business, he still is enthusiastic. There seldom is exhibited any traces of tiredness in his personality—which probably is the reason that he has undertaken numerous activities that directly and indirectly are beneficial to San Francisco and the San Francisco Bay Region.

### ATTAINED POSITION

Smith has attained his professional position despite time out for an interlude of military service.

He was commissioned a captain in the Air Force in 1942 and three years later was placed on the inactive list with the rank of full colonel. During those years he had rubbed shoulders with such individuals as Eisenhower, Churchill and several other big wheels of the Allied War Effort of The Second World War.

The son of Nevada State Engineer Alfred Merritt Smith and Mrs. Smith of Nevada, he was graduated from the University of Nevada in 1927 and went to work for an advertising agency. A year of that and he was in the newspaper business, starting a career that took him across the continent to New York and back to San Francisco.

He began this journey by working for the Long Beach Sun, then for the Los Angeles Examiner and a number of stops in the Hearst chain service. He tried his hand at editorial work, advertising and promotion for the New York American, the New York Journal, the Chicago Herald-Examiner, the Chicago American and the San Francisco Call-Bulletin.

During his nation-wide tour of duty for the Hearst organization, he won numerous national and regional awards in the field of newspaper promotion and now in his role of assistant to Publisher Edmond Coblentz of the Call-Bulletin he maintains a special interest in that department of the newspapers as well as giving his attention to several advertising accounts.

The start of World War II and the

need for officers of specialized abilities resulted in Smith taking a leave of absence from his newspaper and accepting a Commission as a captain in the Air Corps.

He spent six months in Washington at the Air Force headquarters and was sent overseas on July 14, 1942, with the Eighth Air Force. He was assigned as public relations officer of the Eighth Air Force Service Command. Later he was made executive officer and chief of intelligence for the Command.

Just about the time he was settled down to the routine of that assignment, he was ordered to report to the planning staff which was considering the best way to invade the Continent of Europe. With the group, later designated the Supreme Headquarters of General Dwight D. Eisenhower's outfit, he specialized in the problems of public relations and psychological warfare. When General Eisenhower took over, Smith was transferred to the public relations staff of the Supreme Headquarters of the Allied Expeditionary Force.

### BEFORE INVASION

Before the Normandy invasion was launched, the brass made numerous inspections of the forces that would do the actual work of ousting the Germans from France. They included the General, Churchill and other notables too numerous to mention. With them usually was Smith to make sure that the rules and regulations, so far as public relations, were followed.

He also had a hand in making preparations for newspaper and radio coverage of one of the biggest news stories of the first half of the twentieth century. He was partially responsible for the plans of D-Day coverage of the invasion by the world press. For his work he was awarded the Legion of Merit.

Just before the invasion, he was assigned to General Eisenhower's personal staff. From that time until after

the invasion had been successful and Eisenhower's headquarters were established in Paris, Smith was at the general's personal command post and accompanied him on all his trips.

When the Paris headquarters were established, Smith was made Chief of United States operations of the public relations division. He was responsible for the accreditation, assignment and servicing of all United States correspondents. He also supervised activity in connection with the United States press camps.

His work gave him an opportunity to witness one of the most momentous scenes in the history of United States military achievements—the surrender of the Germans at Rheims.

Smith returned to the United States during the last week of July in 1945 and was placed on the inactive list as a full colonel on November 20. He went back to work at the Call-Bulletin with the title of Assistant to the Publisher.

### DISTINGUISHED WIFE

While he had been in the Army, the Smith family had continued to work professionally in the newspaper business. His wife, Mary Benton Smith, a graduate of the University of Oregon, is a free lance writer of note. During her husband's tour of duty in the Army, she was manager of the Nevada bureau of the Associated Press. The couple have three children, Deanne, 19, a student at the University of Oregon; Suzanne, 16, and Marianne, 12. The family home is in Burlingame.

As assistant to Publisher Coblentz of the Call-Bulletin, who has been a member of the Hearst organization for half a century and is one of the greatest editors developed by the organization, Smith works closely with all departments.

He describes himself as a "liaison officer" between Publisher Coblentz and Associate Publisher Randolph Hearst, who make policy, and the various departments of the newspaper.

To carry out these duties, he must often exhibit the talents of a diplomat. Practically everyone who works on a newspaper, whether he is sweeping out the joint or master-minding the destinies of the nation with a typewriter as his tool of victory, is an individualist. To make all the talents and temperament mesh together at the same time requires a distinctive type of personality. Smith seems to be such an individual for the Call-



Bulletin, considered as a whole, is a smoothly functioning organization that achieves its defined objective.

Its circulation figures, according to the 1950 Editor and Publisher Yearbook, the statistical bible of the newspaper industry, reveal that the Call-Bulletin dominates its competitors in its circulation region.

Daily it sells an average of 154,593 papers, as compared with 132,476 sold by its afternoon competitor, The San Francisco News. The San Francisco morning papers, The San Francisco Chronicle and The San Francisco Examiner, have larger circulations but their sale is distributed over a wider geographical area and is not concentrated in one trade area, San Francisco, as is the Call-Bulletin circulation, an item of considerable interest to those who are buying advertising space and hoping to make a profit from such an investment.

### PAPER'S SUCCESS

Smith would be the first to argue that the success of the Call-Bulletin is a product of team work and concentrated ability. That is true but does not allow for the fact that the various

(Continued on next page)

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Parker S. Maddux, President

abilities and talents must be broken to harness, as it were. That task is largely his in implementing the policies and decisions made at the strategic level by Publisher Coblentz and Associate Publisher Randolph Hearst.

Despite the day to day burden of his work, Smith somehow manages to find time to be active in numerous organizations. He is past president of the San Francisco Advertising Club and has served as treasurer and director of the Press Club of San Francisco. He is secretary-treasurer of the Advertising Association of the West, first vice-president of the California Newspaperboy Foundation; vice president of the Northern California Chapter of Sigma Delta Chi, an honorary journalism fraternity, and a member of the Stanford chapter of Alpha Delta Sigma, an honorary professional advertising fraternity. He also is a member of the Sigma Nu fraternity, a collegiate social organization.

### FAVORITE HOBBY

One of Smith's favorite hobbies is traveling. This may be motivated by a realization, based on his experience and observation while in uniform, that the planet actually is "One World" and that peace may be achieved only by international effort.

He has been able to indulge this hobby through a variety of circumstances. Since he returned to civilian tweeds he made several major world jaunts, picking his destinations as spots where international incidents were likely to develop. Then not long ago he was in Korea and moved up right alongside the 38th parallel.

In 1947 he was the only Pacific Coast newspaperman to be included in a group of newspaper executives who made a five week tour of the Orient. He flew more than 19,000 miles, made stops at numerous Pacific Islands, visited Japan, Korea, China and the Philippines. While in Japan he had a long personal interview with General Douglas MacArthur.

### CIRCLED GLOBE

Last year he made an extended trip into Southeast Asia and came back to San Francisco the long way around, circling the globe for a total of 28,000 miles of travel.

"I have made it a project of heading out into the world at least once a year for on-the-spot interviews and investigations of important news developments," he says.

As a result of his investigations, interviews with political and military leaders of the nations he has visited, and after consideration of his own nation's policies, Smith has concluded that the United States has either assumed or had thrust upon it world leadership of the democracies.

"We have one hundred per cent responsibility for world peace," he says. "The United Nations is the means of preserving peace."

He reached that conclusion concerning the potential ability of the United Nations only after the world

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organization acted when Northern Korean forces crossed the 38th parallel.

The question of whether the United Nations will be effective will be answered when the member nations make their contributions of forces to the International police force that now is implemented by United States forces, and the air and naval units of England, Canada, Australia, and New Zealand.

"The case is not hopeless," he says.

San Francisco, he believes, has a great future if world developments permit establishment of peaceful trade.

"In the Pacific," he explains, "San Francisco is the hub of the world. But the trade will not develop until there is full-fledged peace."

The products this nation may be called upon to export include both brains and materials, he says. He also asserts there is a chance for development of a great import trade, for the other nations of the Pacific have many products to sell that could be sold in the United States.

"But it will be years until the Far East situation levels off," he said.

San Francisco itself has a number of problems to solve, he believes.

"There is nothing wrong with our planning," he explains, "but for the fact that the development of the plans is always ten years behind the need."

The major problem of the Bay Region, in his opinion, is providing the needed facilities of transportation for an expanding population. These include freeways, parking space, and rapid transit.

"We knew we needed a Peninsula freeway in 1940," he says. "Now we have it, still incomplete, just about ten years later. But time is required to sell such needs to the people."

He has little expectation that the communities and cities of the Bay Region will form a single political unit within a reasonable time.

Whether such consolidation is fundamentally important is a matter of question in his opinion.

"Actually," he says, "the Bay Region is operating as an economic unit at the present time. What happens in one section, such as the Santa Clara valley, has an effect in Richmond and Walnut Creek."

Convinced of this fact, and considering his abilities, it is not unreasonable to presume that in years to come Smith's diplomacy, tact, and ability, and his knowledge will have considerable influence on the future of his community. He also will make contributions to the general welfare even if the present state of uneasy peace does not prevail. He is a good soldier.

## S. F. Civic Auditorium Staff and Contractor Make Convention Record

**T**HE STAFF OF THE CIVIC AUDITORIUM and the contractors who built the exhibits for the American Medical Association set up some remarkable records for smooth and swift moving in and moving out of the AMA, the national Federation of Business and Professional Women's Clubs, and the world Conference of the Seventh-Day Adventists which followed in such close order that the failure of any one of several key people and crews might have deprived any of the other two conven-

when thousands of doctors poured into the doors. At noon, Friday, June 30, the same crews of workmen blinked the lights on the doctors to hurry them out and took over the dismantling of more than 400 technical exhibits and nearly 200 scientific exhibits. Between Friday noon and Monday morning, July 3, all vestiges of the American Medical Association Convention had been removed and at 6 o'clock Monday morning the Business and Professional Women were decorating the stage with a great curtain and potted plants, and the standards bearing the names of the 48 states were set up along with the floor mikes, and the seats which Managing Superintendent Joseph A. Schmidt's crew had been installing from midnight on were ready for 4,000 delegates to the Business and Professional Women's convention. The Convention Bureau obtained for the Women's Club enough days in the Auditorium by sub-letting the building from the American Medical on Monday, and from the Seventh-Day Adventists on Friday of their convention days. Therefore, as the women were leaving on Friday, the Adventists began to move in. And, indeed, the Adventists started constructing their religious exhibits in the side halls while the women were still conducting meetings in the Main Arena. This

is possible because of the wide corridors and triple doors which prevent any sound from entering the Main Arena.

Great credit goes to the J. L. Stuart Company of San Francisco, the Adver-



**JOHN J. SAUTER, Vice-Pres.,  
J. L. Stuart Co.  
Wins Plaudits for Efficiency**

tising Display Company of Cleveland, and the G. W. Thomas Drayage and Rigging Company, the Railway Express Company, and to the staff of the Civic Auditorium, which, under the policies maintained by the Hon. Eugene J. Riordan, Director of Properties, have made this Civic Auditorium truly and practically hospitable to conventions in the most efficient sense. The Convention Bureau is really bursting with pride over the job done by the contractors for the American Medical Association and the staff of the Civic Auditorium in making pos-

sible three such large gatherings so closely following each other.

This smooth operation was not, however, accidental. The Bureau had called a luncheon meeting of all the contractors and key people in the move-in and move-out job at the request of Mr. Schmidt, Managing Superintendent of the Auditorium. This meeting was attended by Mr. Thomas R. Gardiner, Business Manager of the AMA; Dr. Thomas G. Hull, Director of Scientific Exhibits, and his Assistants, Mr. George Larson, and Miss Frances Nyberg, all of the staff of Major General George F. Lull, Secretary and General Manager of the AMA; Mr. Joseph A. Schmidt, Managing Superintendent, and Mr. Fred Moore, Assistant Superintendent of the Auditorium; Mr. John Sauter, Vice President, and Mr. Norman Mulone of the J. L. Stuart Company; Mr. William O. McCarthy of the Advertising Display Company of Cleveland; Mr. E. W. Koll of the G. W. Thomas Drayage and Rigging Company; Mr. Z. Miller of Abbey Rents; Mr. S. Edelstein, Manager of the Railway Express Company, and the Manager of the Convention Bureau and his Secretary. In this meeting each operation and the time for its accomplishment was allotted to each responsible man and each crew.

## S. F. MISSION TO CELEBRATE CENTENNIAL

California's Statehood Centennial week will be appropriately observed in the Mission District of San Francisco simultaneously with many other celebrations to be held throughout the state.

Dates of the Mission Miracle Mile Centennial Celebration are September 2 through 9, and to secure a Queen to reign over the event a city-wide contest will get under way July 20 and continue until August 24.

The title of queen is expected to be hotly contested between some 30 or 40 candidates between the ages of 17 and 26. They will be competing for prizes totalling \$2,000 in both cash and merchandise. In addition to the prizes offered, the winner of the contest will be given a trip to Hollywood, where she will be featured on the "Queen-for-a-Day" radio program on its nationwide broadcast, September 1, from the movie capital. Queen-for-a-Day will return to San Francisco with the Queen of the Mission celebration to be guest of the Mission Merchants for the duration of the festival.

The four runners-up in the local contest will be honored attendants to the Queen, sharing the spotlight with her. The Queen and her court will be installed at a gala coronation ceremony, and later will be featured in the mammoth night parade on Mission street, Wednesday, September 6.



**JOSEPH A. SCHMIDT, Supt.,  
S. F. Municipal Auditorium**

tions of a place to meet when they arrived in our city.

The American Medical took over the Auditorium Wednesday, June 21, and carpenters, electricians, plumbers, et al, transformed it into a scientific technical Medical "World's Fair" by nine o'clock Monday morning, June 26,

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## Laudatory Article in Recent Collier's Boosts Pacific Gas & Elec. Activities

IT'S SO UNUSUAL for a purely local business firm to be accorded coast-to-coast recognition in a national magazine that it was a pleasant surprise to find that a feature article in Collier's was all about California's Pacific Gas & Electric Company.

Most Californians have lived with PG&E so long they seldom give the fabulous company that supplies their light and gas a second thought, and California readers were doubtless as surprised as other Collier's readers at some of the facts about PG&E revealed in the article.

For example, PG&E has its own weather bureau and telephone system. The company stocks trout streams for fishing enthusiasts and raises game birds for hunters. Every day PG&E fire-fighting, first-aid and disaster crews save one person's life.

It would take 40 years, traveling eight hours a day, seven days a week, to inspect all of PG&E's powerhouses, stations and facilities in the 89,000 square mile territory the Company serves—an area the size of New York and Pennsylvania combined. In that area are 80,000 farms, all but one per cent of which are electrified, and many major cities, none of which have had a complete power south-down in 33 years.

In view of PG&E's amazing record of service, low cost and friendly helpfulness to its 2,260,000 California customers, it's not surprising, as the Collier's projects points out, that all



**JAMES B. BLACK, President,  
Pacific Gas & Electric Co.**

the agitation for Federal power projects in California comes from Washington—not California.



Maj. General Leonard P. Heaton receiving the first block of tickets to the Ted Mack Original Amateur Hour Show at the Cow Palace Aug. 13th, 8:30 p.m. from Mrs. Grace Duhagen, Civic Leader of North Beach. The Disabled American Veterans are the recipient of all funds derived from sale of tickets to this show. The Business men of North Beach contributed these tickets to the hospitalized Veterans. Reading Left to Right: Col. Wm. Shirley, Ted Mack Organization; Maj. Gen. Leonard D. Heaton, Letterman General Hospital; John Brucato, General Chairman Citizens Committee; Mrs. Grace Duhagen; Col. Geo. E. Hollister, amputee patient; John Valentine, North Beach businessman; and J. E. Feighner, Asst. National Adjutant.

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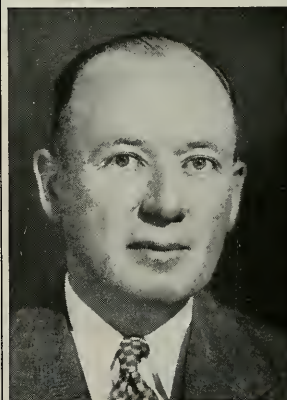
## Livestock and Poultry Big Dollar Earners for Bay Area Counties

HENS and cows announced their supremacy as top dollar earners in the Bay area farm communities, according to the 1949 agricultural income reports reviewed in a study re-

value of poultry products. Other large sources of farm dollars were the fruit and nut crops valued at \$42,885,000, and the vegetable crop valued at \$33,461,000.

The Bay Area's greatest farm activity as measured by agricultural income, was reported by Sonoma county, followed closely by Santa Clara. The gross incomes of farmers in both these counties totaled more than double the income of farmers in the third largest Bay Area agricultural district, Alameda county.

The value of poultry products raised by Sonoma's poultrymen represents by far the largest single source of agricultural income of any of the Bay Area counties. In 1949, poultry products amounting to \$35,205,000 equalled more than half of the county's total agricultural income of \$67,064,000. Santa Clara's fruit and nut growers earned almost one third of the county's farm income, while livestock products accounted for approximately another third of Santa Clara's 1949 agricultural income of \$66,041,000. Alameda ranked third among the Bay Area counties as an agricultural producer with an income from farm goods reported at \$32,684,000.



**WM. E. WASTE, Chairman,  
S. F. Bay Area Council**

leased by the Bay Area Council. Livestock and poultry products accounted for 51 percent of the Area's total income of \$241,288,000; \$70,379,000 being reported as the value of livestock products, \$53,728,000 as the

value of poultry products. The 1949 values of farm products for the other Bay Area counties were: Contra Costa, \$15,355,000; Marin, \$11,639,000; Napa, \$10,274,000; San Mateo, \$16,113,000; Solano, \$22,068,000.

# John H. Rickey, Famed Restaurateur Sees Growth and Prosperity for Area



Above, Left: Rickey's Town House, at Clay and Van Ness Avenue, San Francisco, is renowned in a city famous for its fine food. Above, Right:



Just South of Palo Alto, on El Camino Real, is Rickey's famous Studio Club, one of the most popular dining out places on the San Francisco Peninsula.



Chef Fred Aeberhard selects tasty morsels for John Rickey from the heavily-laden Smorgasbord table in the Studio Club in Palo Alto.

## Reasonably Priced Quality Items Distinguish Rickey's Establishments

"GIVE the best, and make it reasonable in price!" While thousands of restaurateurs have tried to achieve this aim, it took John H. Rickey to succeed.

And he parlayed a plate of tasty smorgasbord into two famous restaurants—the renowned Rickey's Studio Club in Palo Alto, and Rickey's Town House in San Francisco—in the process.

There's no deep secret behind John Rickey's success. He just knows people; their likes and dislikes. He personally designed both his restaurants, ever mindful of the individual comforts that are so important to the person dining out.

You'll find these touches at either establishment — cozy tables just for you, flowers, murals and paintings on the walls, organ music, television, attractive bars, soft lights . . .

To some who drive down the Peninsula, or hie themselves to the San Francisco Town House, the name of Rickey means Kansas City Beef, the finest America produces, and prepared as only Rickey's chefs can cook it to bring out the succulent flavor. To others, it means long smorgasbord table and its endless variety of appetizing delicacies from which to

build a meal to individual specifications.

Then there are the little touches like the live lobsters flown in from Maine to the Studio Club. Gourmets may select the lobster of their choice from a specially constructed lobster pool.

Originally from Berne, Switzerland, a center of culinary art, Rickey's fundamental knowledge of food is second nature. And aside from knowing good food, he has selected outstanding supervising chefs: Fred Aeberhard at the Studio Club, and Paul Bouvart at the Town House. The former is from Switzerland; the latter from France. Each has a long record

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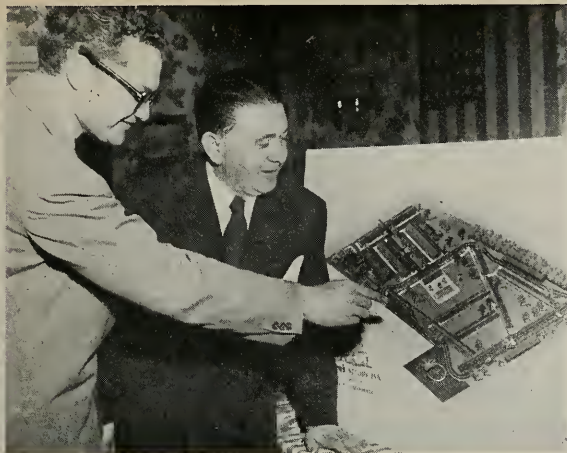
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Architect Ernest Kump and John H. Rickey study plans of the proposed luxury suburban motel to be erected on El Camino Real adjoining the Studio Club. The project will contain quaint stores, a clubhouse, outdoor swimming pool, guest cottages, a helicopter landing, and acres of flowers, lawns and shrubs.



John Rickey, left, hosts well-known personalities of the theatrical world at the Town House in San Francisco. They are: Emilia Model, drama critic of the San Francisco News; William J. Zwissig, general manager, San Francisco Light Opera Assn.; and Hortense Morton, drama editor of the San Francisco Examiner. They are selecting tickets for "South Pacific."

of service at world famous hotels and restaurants.

At both establishments the most modern of equipment is used. And Rickey has even gone in for inventions of his own — like his aging boxes where meat is kept until exactly right for eating.

"Give the best," says Rickey. "Don't let your customers down on even the smallest detail. They remember, and come again and again. Above all, keep everything reasonable so people can afford it!"

When John Rickey is not dreaming of new ideas, he is ready and

willing to talk about another great ambition—his plan to build a luxury suburban motel on the fifteen acres adjoining the Studio Club on El Camino Real. But first he is enlarging the Studio Club with a banquet room with a seating capacity of 350.

A believer in the future of the San Francisco Bay Area, Rickey insula an era of unprecedented growth and prosperity.

Already plans for his unusual inn have been drawn. Quaint Carmel-like stores will front the highway. Architect Ernest Kump has created a design for living, with



Top: Adorning the walls of both Rickey restaurants are paintings for sale to the public. Pictured here is George Harris, teacher of art at the S. F. Museum. Mr. Harris also conducts art classes for the inmates of Alcatraz Prison, whose paintings he is hanging. Rickey is a pioneer of the local scene in displaying the art of both Paris and California painters. Above: While Eloise Rowan accompanies at the organ, Stanley Noonan, popular N. B. C. singer, presents special broadcast from Rickey's Studio Club. At right are announcer and program director.

a large clubhouse, outdoor swimming pool, rows of neat cottages for guest with radio and television and acres of flowers, lawn and shrubs.

According to leaders in the hotel industry, Rickey's revolutionary suburban motel will be an outstanding contribution to the San Francisco Bay Area.

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## Expect Landslide Vote for Knight Lt. Governor on November Ballot

**A**LTHOUGH LIEUTENANT GOVERNOR GOODWIN KNIGHT was the recipient of both the Democratic and Republican Nominations at the June 6 primaries and was therefore re-elected to the office which he has filled with distinction during the past four years, his name will be on the November general election ballot. He deserves a big complimentary vote and his countless friends vouchsafe the opinion that he will receive the largest vote of any candidate, attesting to his great popularity.

Goodwin Knight has an enviable public and private record. Graduating from Manual Arts high school in Los Angeles, where he was student body president in his junior year, he entered Stanford University where he earned his way, doing the innumerable chores hundreds of others have done who have fololwed him. The first World War interrupted his schooling. He served in the Atlantic and Pacific aboard a sub-chaser and, upon his discharge from the Navy in January, 1919, he returned to Stanford and graduated in June of that year. Having won a Telluride scholarship at Cornell, he spent a year there studying, returning to Los Angeles to begin the practice of law.

After a highly successful career in law he was named to the Superior Court bench by Gov. Merriam in 1935 and was re-elected twice. In 1946 he ran for Lieutenant Governor and was elected in November with the largest vote ever accorded an opposed candidate for State office.

Probably his outstanding characteristic is his outspoken defense of the American free enterprise system and his militant opposition to all "isms" other than Americanism. He is

an untiring worker against prejudice in all its forms, and is an active member of many organizations whose aim is to forward the progressive and sound elements of American life.

### HIGH SPEED DETRIMENT TO SAFE DRIVING

**W**HAT would be your chance of walking away uninjured after driving your car off a 10-story building?

According to Iver C. Larson, manager of the San Francisco Chapter, National Safety Council, the physical effect is about the same as if you hit a solid obstruction on the highway while going 60 miles an hour—and the odds against climbing out of the wreck unharmed are about the same.

"At speeds of 60 or more the chances of being killed are about eight times greater than at 20 miles an hour," Larson warned.

"Special studies of rural highway accidents show that the greater the speed the higher the incidence of death."

"Speeders Lose"—the nationally emphasized slogan to curb excessive speeding—points up the continuing

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year 'round effort of the National Safety Council and other agencies in the field of traffic accident prevention.

"Despite its notoriety as a killer and the public's apparent awareness of its annual toll, speed and driving too fast for conditions repeatedly show up in statistical reports as the largest single factors in fatal traffic accidents. The old and often heard statement: 'I may drive fast, but I'm a careful driver' is a bit of poolhall bravado that is picked apart with no trouble, since a large part of any driver's skill is nullified by the physical factors involved when his car is traveling at a dangerous speed. Too often drivers react according to the speed they think they are going," the safety leader pointed out.

Some of the finest show horses in America will perform nightly in the famed Horse Show at the California State Fair, August 31 through September 10.

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## International Wine Show Featured By California State Fair

**A**N International Wine Show in which the world's finest vintages will be eligible to compete will be held by the California State Fair in Sacramento next August 31 through September 10. Joseph T. Grace of Santa Rosa, member of the Board of Directors and chairman of the Agriculture and Floriculture Committee, pointed out that the State Fair wine show has been outstanding for many years and that judges long have been accustomed to testing some of the world's choicest wines. Now California, which produces 90 percent of the Nation's home grown wine, will enter its products of the vines in competition with the best from every part of the globe.

Since the second State Fair in 1855 wine judging has been an important part of its program and in 1862 Col. Agostin Haraszthy, recognized as the "Father of California viticulture," was president of the State Agricultural Society, which operates the Fair. F. W.

Macondray, president of the first State Fair, was a San Francisco businessman who also engaged in wine growing at his Peninsula vineyards and other presidents and officials of the Fair have been keenly interested in the industry.

The system of judging and methods of competition have been studied and perfected in cooperation with wine industry leaders and viticultural scientists until experts rate the California State Fair show the finest and fairest wine competition in the world. The expansion to include judging of wines from every part of the globe will give it premier international rank.

Classifications are being established and awards listed for the different types of wines from eastern states, from Europe's famous cellars and from viticulturists in every part of the world.

Adding international flavor to this year's wine show will be the inclusion among the list of judges of the technical director of Canada's largest

winery in Niagara Falls. He is A. De Chaunac, who is recognized as an outstanding authority. De Chaunac will judge dessert wines, including cherries, port, sweet wines and brandies.

Another famous connoisseur, who will return this year to help select the best dry table wines, is Philip M. Wagner, editor of the Baltimore Sun. He was a judge at the California State Fair for the first time last year.

### ADDITIONAL FIRE PROTECTION FOR E. B. DISTRICT

**E**AST BAY CITIES and fire districts may now avail themselves of additional fire protection facilities as a result of a decision by the East Bay Municipal Utility District to install, upon request, fire hydrants on 2" water mains.

In announcing the action of the Board of Directors, Thomas S. Neilson, District Director, explained that previously it has not been the practise to install hydrants on mains smaller than 4" in diameter.

Neilson pointed out that there were hundreds of miles of 2" mains already in the local water system when the Utility District purchased the predecessor East Bay Water Company in 1928. Over the years, the District is replacing a substantial proportion of these small mains as they wear out or otherwise become inadequate to provide normal domestic service.

Meanwhile, in order to make available as much additional fire protection as possible in those areas where the smaller mains are still in service, the Utility District will now install temporary hydrants on 2" mains, which may be replaced with permanent hydrants at such time as larger mains are installed.

An annual charge of \$25.00 per temporary hydrant has been established to defray the costs of installation and to recover, in part, the District's investment in the temporary facility, Neilson said.

### FOREST FIRE HAZARDS CREATED BY HUMAN CARELESSNESS

Every motorist who has toured California's forest areas is familiar with the sign: "Critical Fire Area." It is evident, however, that too few pay strict attention to the warning.

In recent weeks story after story has been filed about new forest fires. San Luis Obispo county's Los Padres National Forest has been ablaze. Fires have broken out near Redlands, at Big Basin in Santa Cruz County, at Six Rivers in Del Norte County, at Alum Rock Park near San Jose, at San Bernardino National Forest and elsewhere throughout the State.

All summer long, California is a critical fire area. A carelessly dropped match or cigarette, or an unintended campfire can wreak untold damage and hardship and cost

lives. Most forest fires and even most brush and grass fires could be prevented by exercising proper care. Let's remember to take that care!



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## Bay Area Council Report Shows Growth of Area as Wholesale Center

**A**NOTHER PROOF POSITIVE of the solid economic foundation of the Bay Area is evidenced by a study released recently by the Bay Area Council, pointing to the central location, increased population and high incomes which have caused the Area to grow rapidly as a wholesaling center and which serve to beckon new wholesale firm continuously.

There has been over twice as large a percentage of increase in number of wholesalers establishing headquarters in California in the last five years as the national rate of growth for the same period. According to U.S. Department of Commerce figures, two out of every three western wholesale firms are located in California, and the Census Bureau estimates almost 2/3 of the total population of the West is in California.

As in the case of new business firms, every state in the West grew faster in new wholesale plants than the U.S. average, and the percentage of increase in wholesale business has been greater

in the West than the national percentage.

Below is the percentage of gain by states in number of wholesale establishments in the West in the five years from 1944 to 1949:

State	% Gain '44-'49
Arizona	100%
Idaho	50
Utah	60
California	86
Nevada	100
Oregon	82
Washington	76
TOTAL FAR-WEST	83
U.S. TOTAL	41

## Architect For Sunset Center

The local firm of Wurster, Bernardi & Emmons has been appointed coordinating architect for the proposed Sunset Community Center at a fee of \$29,500.

The appointment was approved at a special meeting of the San Francisco Board of Education.

William M. Wurster, dean of the University of California's School of Architecture and head of the architectural firm, will now have a two-fold job:

1—He must develop a master plan for the Community Center and supervise architects drawing plans for an elementary, a junior and senior high school, a public health center, and a recreation center. The project will be on a 40-acre tract bound by Ortega and Rivera streets, Sunset boulevard and 41st avenue.

2—He will have to settle interdepartmental squabbles between city agencies.

Differences between the School Department, the Art Commission and the chief administrative officer have held up progress on the center for approximately a year and a half.



Ubiquitous George Shimmon, popular Press Photographer, on the alert for scoops for the RECORD, recently caught Congresswoman Helen Gahagan Douglas in a happy mood at the S. F. Press Club. The M. C. from Southern California seems to be giving the low-down on the coming election to Call-Bulletin Political Editor C. Lyn Fox, who takes it all in his stride. Press Club Bard Will Audrey, popular radio star (standing) smilingly agrees with the prognostications of the charming Southern Californian.

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## TOP BANDS TO PLAY

Leading bands from all parts of the State, providing all the color and pageantry of circus, carnival and parade, will provide music during the California State Fair, August 31 through September 10.

Concerts at regular intervals daily will add gaiety for the thousands of visitors who will see this year's State Fair with its many stellar attractions.

The celebrated Willonians of Oakland and the National Guard Air Force Band from Victorville will play on opening day at the Fair. The United States Marine Band, from the Bay area, will be heard September 6, 7, and 8.

The State Fair's official band is scheduled to play three concerts daily

the entire eleven days of the great show. Other bands from north, south and central California have notified Secretary-Manager Ned Green they will appear and schedules will be set at a later date.

Six circus acts, a troupe of clowns, strolling musicians and singers and puppet shows will blend in the greatest program of free entertainment ever offered at a State Fair.

## BOAT RACES AT FAIR

Approximately 25,000,000 gallons of water will be needed to fill the huge aquatic course where speedboats will race at the California State Fair on September 3 and 10, during the exposition which runs from August 31 through September 10.

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SIXTH AND SPRING, LOS ANGELES

## Federal Employees In State

THE STATE OF CALIFORNIA has more civilian Federal employees than any other state in the nation except New York, and the San Francisco Bay Area is a major headquarters center for Federal Government Agencies, the Bay Area Council cites in announcing publication of a new Directory of Federal Agencies in the Bay Area.

With over ten per cent of the nation's 1,804,857 Federal workers in California—183,073—as of January, 1950, (according to Civil Service Commission statistics) and almost half of California's quota centered in the Bay Area, the Council's Federal Directory is published, according to the Director's foreword, to aid "business firms and individuals to find the proper Federal agency and official." Two hundred and eighty-two Federal offices, including military and judicial personnel, are listed in the publication.

In announcing publication of the Federal Directory, Mr. William E. Waste, Chairman of the Council, stated that "The value of Federal offices to the Bay Area's economy is widely recognized. In terms of job opportunities, Federal purchase contracts, and additional income, the Federal government plays a vital part in Area-building. The Council is proud to add this booklet to its series of Baywide development publications."

## Report Of Public Defender

A total of 1018 Superior Court and 1873 Municipal Court cases were handled by the Public Defender's office during the past fiscal year, a report to Mayor Elmer E. Robinson disclosed recently.

Of the Superior Court cases, 204 defendants were sent to San Quentin, and 204 sentenced to the county jail. Thirty-one were found not guilty and 106 cases were dismissed.

## REILLY HEADS ANNUAL COLUMBUS DAY FETE

Columbus Day Celebration, the committees and officials of the coming three-day festival were chosen, announced Fred Cassassa, who called the meeting to order.

The Honorable George R. Reilly, popular figure in civic affairs, was unanimously picked as President of the event. It will be his duty to construct and supervise the October Pageant with the aid of his various committees.

Serving under Reilly as vice-president will be Fred J. Cassassa, Attilio Beronio will act as treasurer, and the Honorable John B. Molinari will be secretary. Bill Simons, active civic leader, will help as assistant secretary.

Chosen to the honorary staff were Earl Warren, Governor of California;

Elmer E. Robinson, Mayor of San Francisco; Barone Filippo Muzi Falconi, Italian Consul General; Rev. Joseph Costanzo, Pastor of SS. Peter and Paul Parish; Frank Marini, outstanding North Beach philanthropist; and James G. B. DeMartini, popular leader in the North Beach district.

The Down Town Assn. of San Francisco is backing the appointment of Albert W. Gatov to the Federal Maritime Board in the following wire to President Truman:

"We of the Down Town Assn. are deeply appreciative of the consideration you have given to our suggestion to appoint a West Coast man to the Federal Maritime Board.

"It has not been the policy of the association to support any one man for a given office, but individuals and organizations on the West Coast have been so unanimous in their recommendation of Albert W. Gatov that

we would feel remiss if we didn't ask you to look over his recommendation twice.

"Thanks very much for the consideration you have always given us."

Gatov is president of the Pacific American Steamship Assn. and has long been a leader in West Coast maritime affairs. He has been suggested for appointment to the Maritime Board by Representative John F. Shelley of San Francisco.

Construction will start October 1 on the million-dollar, 32,000,000-gallon Sutro reservoir off Clarendon avenue in Sutro Forest, Utilities Manager James H. Turner has announced.

Work on the project was delayed recently during a quarrel between Turner's department and the City Art Commission over aesthetic qualities of the reservoir. That dispute was resolved when the utilities promised to landscape the structure.

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## P.G.&E. Co. Promotes Sutherland

MR. NORMAN R. SUTHERLAND, Vice President and Assistant General Manager of Pacific Gas and Electric Company, became its Vice President and General Manager on



**NORMAN R. SUTHERLAND**  
Newly Appointed Vice-President  
and General Manager  
Pacific Gas & Electric Co.

August 1, succeeding Mr. W. G. B. Euler, according to an announcement made by Mr. J. B. Black, President.

Mr. Euler became Executive Vice President of the Company. He will assist the President in the general supervision of the Company's affairs and will direct the Purchasing Department and the Department of General Construction, which is now completing the Company's \$800,000,000 post-war expansion program.

Mr. Euler and Mr. Sutherland have served in the Pacific Gas and Electric Company organization for forty years and thirty-seven years, respectively.

## DINWIDDIE CONSTRUCTION LOW ON LIVERMORE JOB

WITH A FIGURE OF \$450,669, Dinwiddie Construction Company of San Francisco has been announced as low bidder for construction of a steel frame building near Livermore for California Research & Development Company.

The building, to be covered with protective metal siding, will be 220 feet long and 160 feet wide. Central portion of the structure will be 100 feet high, while two wings are to be 50 feet high. Actual construction is expected to begin about July 17.

California Research & Development Company is a new subsidiary of California Research Corporation, formed to direct a new research project for the U. S. Atomic Energy Commission at the site of the former Naval Air Station near Livermore.

Week Days 10 a.m. till 6 p.m.

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**WHIT HENRY***(Continued from page 2)*

At Mendota you can turn north or you can continue into Fresno. There are many places to stay and it is an easy drive to San Francisco the next day.

\* \* \*

**T**HERE ARE MORE TRIPS to the north and one of my favorite ones is up the coast to the region around Fort Bragg. The Little River Inn is a delightful place to stay and the abalone that is served there is a delight to the most discriminating gourmet. There are two ways to return; one is to continue north to the point where the road joins the Redwood Highway and then comes south, or you can return by way of Boonville, which is shorter but nonetheless delightful. Any spot in the Redwood Empire is a pleasant place to escape from the hustle and bustle of city life.

\* \* \*

**M**Y WIFE IS PERFORMING an experiment that she hopes will be a success. A short while ago she was given some fuchsia slips; there is nothing unusual in that, but then a friend told her to put the stems in a potato and plant the whole in the

ground. We are awaiting the results of the experiment. At the present time the slips are doing well and I wonder if it isn't a good idea to put all slips in a potato before planting.

\* \* \*

**O**NCE AGAIN THE ICE FOLLIES are in San Francisco and as always the reviewers are at a loss for words to describe a show that every year gets better, though each year it is described in superlative terms. The Shipstads and Johnson production is the original ice show and though it has imitators it still stands in a class by itself. Don't miss it.

\* \* \*

**F**OR A DELIGHTFUL summer evening, drive to Lafayette some evening and take in the latest Straw Hat production "Write It Off." The Straw Hatters were first reviewed in this column when they were comparatively unknown; they are living up to the praise given them at that time and are doing an even better job at the present time. Elizabeth Berryhill is still the director and guiding hand of the Straw Hatters. Until their new theater is built the play is given in the Town Hall. For reservations call

Berkeley 7-6460. After 5 p.m. call Lafayette 3506.

\* \* \*

**A**LL MOTORISTS ARE indebted to the Automobile Club for highway signs and markers. People can go to Europe through it facilities. Street car approaches over rights of way at St. Francis Circle from which all pedestrian and vehicular traffic is barred must come to complete stops and who has erected the stop signs? The Auto Club of California.

\* \* \*

**T**O COMBAT CARELESSNESS and prevent forest fires, federal and state forestry officials are conducting their annual campaign. They stress these rules:

When you light a match, be sure it is out before you throw it away.

Crush out tobacco butts in mineral soil.

When smoking while driving, use your ash tray. Never throw ashes or burning material out of the car window.

Before starting a campfire, clear the inflammable material from a circle ten feet in diameter. Never leave your campfire unguarded. To extinguish your campfire, drown it with water, stir the embers, and drown it again.

Use great care in burning brush or trash. First obtain a permit and then notify the local fire protection officer before you start burning.

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Page Sixteen

CITY-COUNTY RECORD

August, 1950



As a friendly gesture from one great convention city to another, Mayor Elmer E. Robinson recently presented Cliff S. Bettinger, Philco Western Sales Manager, with a crate of California Jumbo Crabs from the famous Fisherman's Wharf of San Francisco to deliver to Mayor Joseph E. Altman of Atlantic City. Mr. Bettinger was leaving on a United DC-6 for the mammoth Philco convention in Atlantic City where over 6,500 Philco distributors and dealers convened for the viewing of the new 1950 Philco television and radio line. According to Mr. Bettinger, the new Philco television sets will be sensational—will completely rock the whole industry.

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## FACTORY BRANCH

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# CITY-COUNTY RECORD

Vol. 17—No. 9  
September, 1950

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SAN FRANCISCO AND THE BAY AREA

THE MAGAZINE OF GOOD GOVERNMENT



**HARVEY EARL TELLER, General Manager  
San Francisco Recreation and Park Department**

(See story on page 4)

# New national advertising campaign to help bring more business into your community



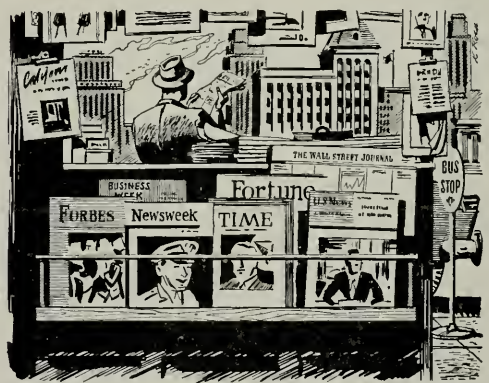
"You can best serve all the West from Northern California." That's the theme of P. G. and E.'s national advertising which begins this month in some of the nation's most influential magazines. Objective is to encourage Eastern businessmen to move to Northern California.



Feature of the new campaign is Northern California's dramatic success story. The ads explain why this is the best location for serving the West—skyrocketing population, high per capita income, high farm profits, fine transportation, nearness to raw materials, low-cost power, pleasant California living.



Your community will benefit because every new factory and family contributes to the prosperity of the entire area, expands the market for your products and services . . . and provides an even better and more solid economic foundation for Northern California's growth in the years ahead.



Watch for the ads as they appear in these key publications. Combined circulation is 3,375,000 . . . with more than two million copies going to proprietors, directors, managers, officials and professional men—businessmen with the authority to decide on new developments in your community.

*Your gas and electric rates are among the lowest in the nation*

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STUDIO CLUB TOWN HOUSE

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DINNER FROM \$2—LUNCHEON FROM 95¢

FREE PARKING

Now at Rickey's Town House

**CITY COLLEGE HEAD NAMED DIRECTOR OF COW PALACE**

Louis G. (Dutch) Conlan, president of San Francisco City College, has been appointed to succeed the late Nion R. Tucker on the board of directors of San Francisco's Cow Palace.

The 44-year-old educator and former St. Mary's football star was named for the board vacancy by Governor Earl Warren.

**GEIGER TO INVESTIGATE BEACH POLLUTION**

Public Health Director J. C. Geiger has been directed by the Board of Supervisors' health committee to investigate beach pollution south of Fleishhacker playground.

The condition was called to the board's attention recently by Supervisor Dewey Mead. It is caused by a San Mateo county sewer line which empties onto San Francisco's beach.

**THREE NEW POLICE CAPTAINS APPOINTED**

Three police lieutenants have been taken off the top of the department's civil service list and promoted to captain.

CHARLIE LOW presents

Charlie DOES THE Charleston

Starring

JOHN WING—HELEN TAYLOR

LARRY CHING—LITTLE SUN

CHARLIE SHAW—LITTLE MOON

THE FIFTH CITY

GLAMOUR GIRLS

JOE MARCELLINO

Grand Solo SOCIETY ORCHESTRA

FORBIDDEN CITY

305 SUTTER—ACROSS CORNER—DO 2-8442

SEAFOOD SURPRISES

Dine in the atmosphere of OLD Fisherman's Wharf in the NEW Alioto's, where your table commands a view of the blue lagoon. Unsurpassed cuisine of seafood delicacies; meat and fowl, too. Cozy bar and fireplace. Open every day 10 a.m. to 2 a.m. Late supper snacks a speciality. Look for the Sign of the Big Fish!

ALIOTO'S

on Fisherman's Wharf, San Francisco

ORdway 3-0184 for Reservations

They are John P. Meehan, of the juvenile bureau; Michael F. Fitzpatrick, departmental secretary; and John A. Engler, director of personnel.

They were promoted to fill vacancies in rank created by the retirements of Captains Joe Walsh and Edward Poole and by the appointment of Jeremiah Coughlin as supervising captain.

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DODD M. McRAE ..... General Counsel

Contributing Editors:

William Flynn—Record Biographies; Whit Henry—Around and About

Ridgely Cummings — Wm. C. Hall, Special Writers

Publication Office: 31 Dolores Street, San Francisco 3, HE. 1-1212

"WE'LL CALL A SPADE, A SPADE"

Subscription \$5.00 per year. Issued monthly.

VOL. 17—NO. 9

SEPTEMBER, 1950

Around and About

By WHIT HENRY

THIS IS BEING WRITTEN in Rochester, Minn., the justly famous home of the Mayo Clinic, as we pause for a short time while driving through on a vacation trip. It is a city of 35,000 and its principal industry is curing the ailments of visitors who come here from all over the world. The Mayo Clinic is in the center of the city. It is a tall building, visible for miles around and the entire economy of the countryside revolves around it. A typical hotel advertisement reads, "connected by subway with clinic, diet kitchen and downtown hospitals."

A staff of interpreters is maintained at the Clinic for nearly all languages of the world. In the tower of the Clinic is a carillon of 23 bells, a gift of the Dr. Mayo in 1928. Before the bells were shipped from England, they were consecrated by the Most Reverend Lord Randall Davidson. They were cast in Croydon. Regular recitals are given each Sunday, Wednesday and Friday.

Two wonderful ideas on what to do in San Francisco!



NIGHT LIFE PARTIES

See the glamorous night spots of mysterious Chinatown, Old Barbary Coast, Aristocratic Nob Hill. The perfect evening you would choose if you knew San Francisco inside out! Transportation, choice of "refreshment" at each stop, tips—all included, \$6.50 (inc. tax).

8:45 Nightly From Union Square



S.F. BAY CRUISES

Take a luxury cruise of beautiful San Francisco Bay aboard the 300-passenger steamship Gen. Frank M. Cox. Long and short cruises daily. For a new, thrilling way to enjoy San Francisco's cocktail hour, take the Gen. Cox "Cocktail Cruise." Nightly at 5:45.

Pier 43½ Fisherman's Wharf  
For reservations or information  
Call YUKon 6-4000  
425 Fourth Street  
San Francisco

BEFORE STARTING on this trip, this writer went to the office of the California State Automobile Association for maps and travel information. This is a wonderful organization. Back in 1902, in several towns, a few people who owned automobiles had already formed automobile clubs to sponsor Sunday tours of the surrounding countryside, each relying upon the other for help in case of emergency. Nine of these clubs with approximately 1,200 members sent representatives to Chicago to formulate plans for coordination of their activities on a national basis. This was the beginning of the American Automobile Association. In 1902 there were only 143 miles of surfaced highways and 23,000 automobiles. In 1922 there

(Continued on page 23)

# HARVEY EARL TELLER

## General Manager San Francisco Recreation and Park Department

By WILLIAM FLYNN

Special Writer — The Record

**S**AN FRANCISCO NOW HAS a combined Recreation and Park Department and Harvey Earl Teller, recently appointed as General Manager, is learning something new every day.

One of those self-made men who have had a hand in building modern San Francisco, Teller retired not so long ago with the determination to take things easy and really work at loafing. He had accumulated the hard way the necessary back-log of money required to finance such an activity.

Much to his surprise he finds himself working harder than ever as General Manager of the new Recreation and Park Department of the City and County of San Francisco.

With more than 50 years' business experience behind him, he is learning that there is a vast difference between making an honest dollar in the coffee business and making sure that the taxpayer receives a hundred cents value for every dollar spent from the municipal treasury.

### CONCLUDES DUTY

When Teller concludes his term of duty as manager of the twin municipal departments, established by voters through approval of a charter amendment a year ago and which became effective July 1, he will be able to speak authoritatively on an interesting subject.

It might be called:

"Is it possible to run a public business as one does a private business?"

He will also be able to give advice to certain high minded individuals. They are the characters who always argue that rich, retired business men should go to work for government to pay off an obligation to the community which has been their arena for success.

### LITTLE DESIRE

Teller had little inclination and less desire to be a public servant when he was approached by Mayor Elmer E. Robinson shortly after he took office two years ago. It was the Mayor's request that Teller serve as member of the Park Commission or any other commission for that matter.

He was an old friend of the Mayor, and so thoroughly convinced that Elmer E. Robinson was just what the city needed to guarantee its future, that he had campaigned for Robinson. But he was not ambitious to be a law maker or a member of The King's unofficial cabinet of palace guards. None-the-less he took the job.

He served as a Park Commissioner

or two years. His duties were those given an amateur in government who is placed in a position of power through implementation of certain factors of a Democracy. The amateurs go through the motions while the professionals do the work.

The consolidation of the Recreation and Park Departments was ordered in the interests of economy and efficiency. Teller ended up with all the headaches involved in making the consolidation work—an amateur suddenly given a professional's job to do. He learned that being a professional in government is something like a member of the current Seals baseball team suddenly finding himself the victim of a nightmare and opposing the Tigers, Yankees, and Dodgers.

### GENERAL MANAGER

The general manager of the Recreation and Park Department is the son of George Teller and Charlotte Blanchard Teller. He was born in San Francisco on March 1, 1885. He still is convinced that San Francisco is the promised land.

He really didn't have time to go to school. His father died when he was five years old and his mother four years later. He was reared by his grandparents and when he was 13 decided that the time had come for him to go to work and contribute something to the support of his brothers and sisters. He had finished grammar school but that ended his formal education.

His first job was as an office boy for the San Francisco Examiner. That was in 1898. After a spell there he took his trade elsewhere to the old San Francisco Call where he had the distinction of being an office boy pledged and devoted to the inmates of the city room. He was so at home among the individualists of the era that he was tapped by the publisher, Samuel Leake, to serve as his personal office boy. The appointment carried the title of "Publisher's Clerk." But he decided eventually

that his future was not in the newspaper business.

He became a house-to-house coffee salesman for the George W. Caswell Company and in 1905 was employed by Robert Cochran, who operated a similar business. He eventually bought the business from Cochran with the financial assistance of an uncle, the late Phillip S. Teller, a San Francisco civic leader during the second decade of the Twentieth Century.

The loan was paid off in monthly installments in a year and when the fire and earthquake of April 18, 1906, occurred, Teller was on his own—and had the pieces of his business to pick up and put together after the disaster. He did.

### FORMED PARTNERSHIP

He formed a series of partnerships to eventually establish his own firm, the H. E. Teller Company, on March 1, 1920. For a time he had thought he would wander into the bypaths of the automobile business but he always seemed to find greater opportunity in the coffee roasting and selling business, which, incidentally, has nothing to do with importing coffee beans.

Teller remained head of his own business, buying the raw coffee from importers, roasting it, packaging it, and selling it in quantities to bulk customers, until January 1, 1950.

"Then I turned the business over to my son, complete with a new building, a modern plant, and began to retire," he says.

His son, Maledin Teller, a veteran of the Air Force of World War II, now is running the business. The Tellers, Sr., who were married in 1912,



have three children. They are the son and Miss Annabel Teller, a teacher who currently is instructing the children of an oil company's employees in South America after service in Hawaii and Tokyo; and Mrs. T. R. Schuman of San Mateo. There are five grand children. The family home is at 822 Thirty-second avenue.

When Teller retired early this year, he had sufficient money to get along. In fact, he has so much that he has neither need for nor interest in the \$12,000 a year salary paid him by the City of San Francisco for his labors as general manager of the Recreation and Park Department.

### CANDID OPINION

With such financial independence, he has the right to express a candid opinion on the relative equality of the responsibility of the job and the salary paid.

"It isn't enough," he says. "It should be at least \$20,000 a year."

That is the opinion of one of those hard-headed business men who some say should be drafted to put more business in government and take government out of business.

(Continued on next page)



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Special Dinner  
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Nugget is delicious  
beyond mere words!

**NUGGET**  
41 Post • Ex. 2-5643



ernment out of buisness.

He retired from the coffee business for a simple reason.

"I turned the business over to my son," he explains, "because I always intended to retire when I was 65.

"If I had been working for a big corporation, that is the age at which I would have retired. I wanted to end my active business career in a business-like manner. You might say that I wanted to enjoy the fruits of my labor—to travel, fish, and generally enjoy myself.

"I want it understood that I didn't quit. I just intended to start a new job, loafing, if you please."

# ENERGETIC

He would have made a very active loafer. For a man of his years, he has a surprising amount of energy. He needs it for his new job for it requires practically seven days a week, each one longer than the conventional eight hours.

He has a head of iron-grey hair a 40-year-old motion picture star facing the sunset years might envy. His cheeks are pink. His eyes are sharp blue. He favors salt and pepper tweeds and touches them off with white shirt, nappy bow tie which matches the color of the handkerchief jauntily in the breast pocket of his jacket. The worst you could give him in an age estimate is somewhere between 50 and 55.

"Everyone mistakes my age," he says. "I've only known one person in the last ten years to come within ten years of my actual age."

The Civil Service Commission, however, has been aware of his years. The City Attorney has ruled that Teller must retire from the Park Commission next year because of age.

# CIRCUMSTANCES

He became the Recreation and Park Department manager through a train of circumstances that began linking about 15 years ago when he started friendship with Mayor Robinson. He also found time away from his work to be active in Masonic affairs.

The high spots of his Masonic activities might be touched chronologically: Worshipful Master of California Commandery No. 1, Knights Templar, 928; Reigning Sovereign of St. Francis Conclave No. 15, Order of the Red Cross of Constantine, 1940; Grand Commander of Knights Templar, State of California, 1940; Potentate of San Francisco's Islam Temple, A.A.O.N., M.S. of North America, 1947.

He served on the Second Grand Jury of 1934. That Grand Jury was a rarity in San Francisco government. The first group impelled became a bit involved in what seemed for a time to be a major case of police graft. Soon the whole jury was tangled in such a web of politics and personalities that members could agree on only one thing—"Let's quit."

The late Walter Perry Johnson, then presiding judge of the Superior Court, granted the request and empanelled a second grand jury. He also

exercised one of his authorities as presiding judge by designating Teller foreman of the cleanup group. With the jury's work done—with the big graft expose coming with the Atherton investigation a few years later—the jury was discharged by Superior Judge Daniel Deasey who went out of his way to thank Foreman Teller for the good work he had accomplished.

When Mayor Robinson decided it was time to leave the lofty pinnacle of objective judiciary decision and became a general at the tactical and strategic level of municipal government, by serving the people as Mayor, Teller took an active part in the campaign. He was with the winning team and thought, he says, that's the end of that.

He was preparing for the last couple of laps of business before retirement when the Mayor called him and asked him to be in readiness to help Robinson steer the ship of state.

"I told the Mayor I didn't want and didn't seek any appointment but if he thought I could help him and San Francisco, I would be only too glad to serve," Teller recalls.

# TELEPHONE

He heard nothing more from the Mayor for several days. Then the telephone rang again—and life for Teller has never been the same.

Mayor Robinson asked him to take over as a Park Commissioner.

"Who do I work with," said Teller when the job and duties were explained to him.

The Mayor called the roll—Hugh Gallagher, William M. Coffman, and Fred Parr and a gentleman named Peter Bercut. Teller had known the first three and decided that three out of four was sufficient to guarantee him with a winning team and climbed aboard the Mayor's lap as a member of the official family.

He was elected president of the Commission when the new public servants held their first meeting. He says he made the other members guarantee that the same individual would hold the office for but a single term. He was re-elected when his first term expired and he claims the other members double-crossed him and voted for him. Then, he wondered if they weren't angry with him, for the second term as president teed him up for appointment as General Manager of the double department.

# CONSOLIDATION

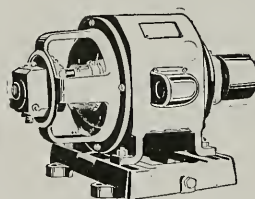
After the consolidation was voted there remained the job of picking a general manager, salary \$12,000 a year, considerable authority and more responsibility, with a \$12,000,000 bond building fund in the bank.

The Mayor looked around for a good man to recommend to the Commissioners for their consideration. He picked Teller.

Teller had had some experience in park work, was a successful business man and really didn't need the job.

(Continued on page 21)

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Top: Every summer draws thousands of children from all over San Francisco to Silver Tree Camp, the city's own day camp located in Glen Park. The nightly camp fire sessions are enthusiastically participated in by the boy and girl campers. Center: City kids love to swim, a fact recognized by the \$12,000,000 recreation bond program which will give every district ready access to a pool. Here are a group of splashing youngsters at the Mission Playground Pool, 19th and Angelica streets. Above: Newest facility in San Francisco's recreational life is this rifle range, located at Sharp Park in San Mateo County. The range is open to the public Saturdays and Sundays, is equipped for tournament shooting.

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# CONSOLIDATION!

## RECREATION AND PARK DEPARTMENTS OPERATE UNDER JOINT MANAGEMENT

By WILLIAM J. SIMONS, Exec. Secretary to Gen. Manager  
Recreation and Park Department,  
City and County of San Francisco

**A** NEW EXPERIMENT in its city government was launched by San Francisco last July when the former Recreation and Park Departments were consolidated into one department.

The consolidation, authorized by the voters in last November's election, was effected July 1 with the swearing into office of seven members of the new Recreation and Park Commission and the appointment of former Park Commissioner Harvey E. Teller to the top position of general manager.

Mayor Elmer E. Robinson had named these leading San Franciscans to the commission—Peter Bercut, Michael J. Buckley, Mrs. Henry Dippel, Fred D. Parr, the Rev. Eugene J. Shea, Mrs. Sigmond Stern and Louis Sutter. It was an entirely merged commission. Bercut, Buckley and Parr are former Park Commissioners, and Mrs. Dippel, Father Shea, Mrs. Stern and Sutter had been members of the former Recreation board.

Sutter, who had headed the Recreation Commission, was elected presi-

dent in May when Mayor Robinson had appointed him to the San Francisco Housing Authority.

First official action of Teller as general manager was to announce the reappointments of Recreation Superintendent Josephine Randall, Park Superintendent Julius Girod and Zoo Director Cary Baldwin. William Simons,



JOSEPHINE D. RANDALL

Supt. of Recreation

City and County of San Francisco



JULIUS L. GIROD

Park Superintendent

City and County of San Francisco

dent of the new commission with Parr as vice president.

With the exception of Teller, the only members of the former commissions not taking part in consolidation are William M. Coffman, "daddy" of the Shrine's annual East-West football game at Kezar, and Charles Jung, outstanding Chinese community civic leader.

Coffman retired at his own request in June after having presided over Park Commission meetings since the first of the year. Before becoming a member of that commission in 1948 he had served as a Recreation Commissioner for 12 years. Jung's term on the Recreation Commission expired

former Park Commission secretary was appointed executive secretary to the general manager, and Edward McDevitt, former Recreation Commission secretary, continued on as secretary to the new commission.

Consolidation was first proposed in 1947 when it was rejected by a slim margin of votes. It was again placed on the ballot in revised form last November when it was approved and subsequently ratified by the State Legislature on December 14.

Proponents of the charter amendment had assured San Franciscans of more adequate recreation and park facilities and more efficient and economical administration if the departments were merged.

Those assurances constituted a challenge which was promptly accepted by the general manager on his appointment. Bringing to the new job his many years of experience in privat





The serious expressions on the faces of these three gentlemen reflect the seriousness with which consolidation is regarded by city officials. Discussing the merger of San Francisco's vast recreational and park facilities are (left to right) Mayor Elmer E. Robinson, Louis Sutter, president of the new Recreation and Park Commission, and Harvey E. Teller, general manager of the new department.



One of the most popular attractions at the S. F. Zoo are the seal shows held five days each week (Tuesdays and Wednesdays excluded) by Animal Trainer Bill Harlan.

business—he had retired from his large wholesale coffee and tea firm on the first of the year, turning the ownership over to his son—Teller found himself in charge of 3446.49 acres of park and recreation property, 840 permanent employees and a 1950-51 budget of \$4,819,751.

Realizing that the greatest concern of the personnel was how they would

fit into the Recreation and Park Department, Teller held a series of meetings in which he told all employees that "the one inflexible guide in working out solutions to our problems will be the preservation of civil service rights of individuals . . . This has been discussed with me many times by Mayor Robinson and he has never wavered from the position that both



A constant delight for the children who visit San Francisco's Fleishhacker Playground is the miniature train, which has as its whistle-tooting chief none other than "Casey" Jones, the engineer with a million young friends.

the letter and the spirit of the charter amendment be adhered to in every instance.

"I mention this to give assurance to you collectively, individually and personally, and to destroy any apprehension that might exist in your minds. I am counting on each and every member of the new department to work with me as we approach our problem on three distinct fronts—merger of services of lands and equipment, merger of services of personnel, and the continuance of the fulfillment of our obligations to the public in the park and recreation field."

In order to eliminate much of the administrative red tape resulting from procedures followed by the two former departments, the general manager immediately organized a Division of Administration and Revenue. He also

organized an Information Bureau, purpose of which is to acquaint San Franciscans with the facilities offered by the combined department.

Departmental headquarters have been established at McLaren Lodge in Golden Gate Park. Due to lack of space there, however, recreation activities are still largely administered from the Civic Auditorium, headquarters of the former Recreation Department.

At the first meeting of the Recreation and Park Commission an architectural contract was awarded Kirby & Mulvin for preparation of plans for an addition to McLaren Lodge. When this structure is completed, all personnel of the department will be housed in the one location. It is hoped the new building will be ready for occupancy by the first of the year.

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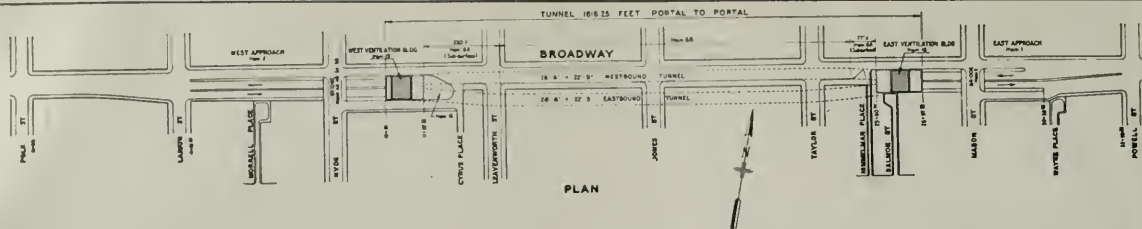
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Plan showing general location of new \$5,253,552 Broadway Tunnel now under construction by Morrison-Knudsen Co., Inc., General Contractors. This arterial passing through Russian Hill has long been needed and when completed early in 1952 will expedite traffic to and from the Golden Gate Bridge using the new route. Civic clubs have had the Broadway Tunnel as a "must"

on their programs over a considerable period and already are laying preliminary plans for a mammoth city-wide celebration upon its completion. Actual start of construction work occurred on May 1, 1950; completion is scheduled for April 30, 1950.



West Approach, Broadway Tunnel; Top shows preliminary construction started on necessary sewer work. Above: Sidewalk narrowing in connection with vast project.

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# Work Starts on the BROADWAY TUNNEL

By **SHERMAN P. DUCKEL**, Director

San Francisco Public Works Department

**T**HE BROADWAY TUNNEL, now under construction by the City and County of San Francisco, will provide a much needed traffic artery through Russian Hill, creating a new route for movement of motor vehicles between the downtown district and the north-westerly portion of the City and the Golden Gate bridge. Broadway was selected for this improvement because it permits a shorter tunnel length than other streets in the vicinity and because the street fortunately was originally laid out with greater width than any of the other streets north of California Street. The project when completed is expected to relieve the traffic congestion now occurring on Pacific Street and also to relieve Bush, Pine, and California Streets.

The project extends from Powell Street on the east to Polk Street on the west, a total distance of 3300 feet. The tunnel portals are located midway between Mason and Taylor Streets at the east end and between Leavenworth and Hyde Streets at the west end. The distance between portals will be 1616 feet and the maximum grade will be 3%, rising from east to west. An approach will be required at each end dropping below present street grades to meet the portals. The approach cuts will be spanned by bridges at Mason Street and at Hyde Street, each being designed to carry the pavement, sidewalks and cable car tracks.

The tunnel will consist of twin tubes 28' 6" wide each providing for two lanes of vehicular traffic in one direction and one sidewalk. The arch in each tube will be semi-circular, the total height at the center being 22' 9" above roadway level. The interior surface of the concrete lining of the tunnel will be covered with light



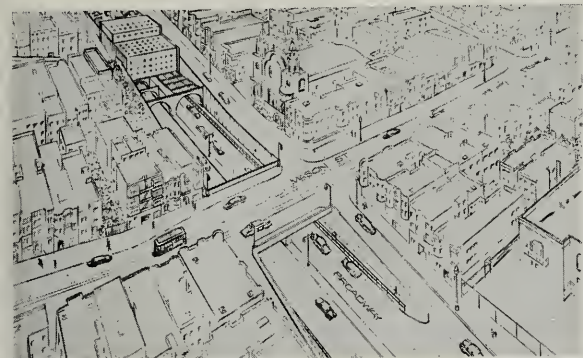
**SHERMAN P. DUCKEL**

colored ceramic tile. Lighting will be provided by continuous lines of fluorescent tubing.

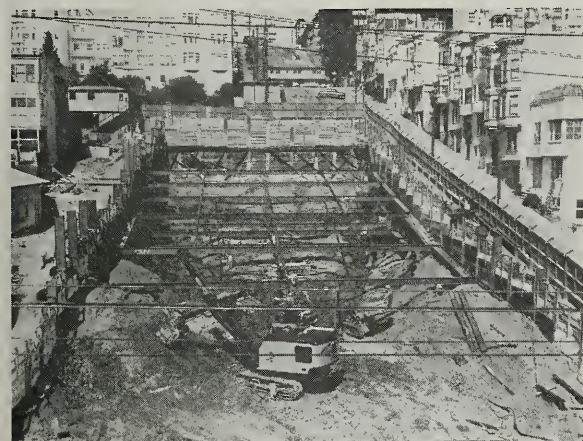
The two tunnels will be adjacent to each other at the portals but will diverge on easy reverse curves so that the clear width between them will be 35' for most of the total length.

To assure good ventilation at all times, large electrically driven blowers will be installed in ventilation buildings located at the two portals. The blowers will force fresh air through each tube in the direction of traffic. Since the prevailing wind blows from





Aerial perspective plan of Broadway Tunnel, showing Broadway underpassing Mason Street approaching East Portal. Distance between approaches, 3,300 feet; between East and West Portals, 1616 feet. Twin tubes are provided, 28 feet, 6 inches, in diameter for traffic flow in each direction. Each tube will carry two traffic lanes and a sidewalk.



Broadway Tunnel, East Approach Cut; Excavation (60' at face of Portal) showing steel soldier beams and bracing. Present plans are to excavate tunnel twin bores entirely from East Portal.

west to east, it is expected that the east-bound tube will be naturally ventilated a large part of the time. More blower capacity is provided for the west-bound tube to counteract the effect of the prevailing wind and take care of the greater volume of automobile exhaust gas due to the upgrade. The volume of air introduced will be regulated automatically in accordance with the amounts of harmful gases in the tunnel atmosphere.

Prior to the start of construction the City acquired 40 separate parcels of land on the southerly side of Broadway to make possible the construction of the approaches to the tunnel and for access roads to adjoining property. The buildings affected ranged from single-story structures to 12-unit apartment buildings. Some of these structures have been moved to distant locations, some have been moved back to clear the new construction, and the remainder are to be torn down. The total cost for purchase of property and

removal of buildings is about \$1,000,000.

A large amount of preliminary work preceding the driving of the tunnels is necessary, including the relocation of sewers, water lines, and various wires, conduits, and ducts belonging to the utility companies. Actual excavation for the east approach was started in June 1950.

The plans for the improvement were prepared in the City Engineer's Office, with the assistance of the City Architect on matters of architectural treatment. Ole Singstad, Consulting Engineer of New York, was engaged to advise on basic design and also for consulting services during construction.

A general contract for the work was awarded on February 8, 1950, to Morrison-Knudsen Co., Inc., at a total cost of \$5,253,552. Work officially started on May 1, 1950, and, barring unforeseen development, will be completed on April 30, 1952.

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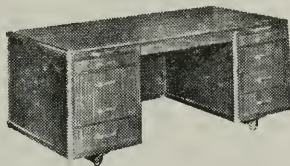
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## New P. G. & E. Co. Expansions Push Total Expenditures to Billion

ANTICIPATING A CONTINUATION of the rapid growth of power requirements in Northern and Central California, Pacific Gas and Electric Company has announced it is extending its construction program into 1952 and 1953.

The Company has just ordered three new 100,000 kilowatt steam-electric generating units to be installed within three years. In making this announcement, N. R. Sutherland, P.G. and E. Vice-President and General Manager, said: "The total capacity of the new units will equal that originally planned for either the mammoth Moss Landing or Contra Costa steam plant, the largest installations on the Company's system.

"The steam units now ordered," Sutherland said, "will add 402,000 horsepower to the P.G. and E. system at a cost of approximately \$50,000,000. They will be installed in the Moss Landing or Contra Costa plants, or both. Two units will be ready for service late in 1952 and the third early in 1953."

Mr. Sutherland said the new capacity and investment are over and above the Company's six-year, \$800,000,000 postwar expansion program which is adding 1,826,400 horsepower to P. G. and E.'s generating capacity.

Two other additions to the Company's six-year program were announced a short time ago. They are an \$11,000,000 Bear River development, upon which preliminary work is under way, and the \$73,000,000 Kings River project, which is awaiting final approval of the Federal Power Commission. These projects and the new steam units together will give the area another 820,000 horsepower and bring the total postwar plant additions up to 2,646,400 horsepower. The P. G. and E.'s total expansion investment since the war will be raised to about one billion dollars.

"The additions we have made to our system to date have met the tremendous growth of the area," according to Mr. Sutherland, "and have restored substantial reserves which were depleted during the war.

"We are now building ahead of anticipated demand and our construction is planned to maintain reserves adequate to serve the area, even should there be a recurrence of the driest year of record."

## DOWN TOWNERS BACK COURT PROPOSITION

John J. Elwood, president of the Down Town Association, has announced that organization's support of Proposition No. 3 on the November ballot, the measure which would reorganize California's inferior court system.

Adoption of the measure, he said, "would eliminate needless confusion and expense . . . It would do away with situations where several different kinds of courts, with separate staffs and courtrooms, often serve the same place and handle the same kinds of cases."



**NORMAN R. SUTHERLAND**  
Vice-President and Gen. Manager  
Pacific Gas & Electric Co.

## SHERIFF TO HEAD SAN MATEO COUNTY'S DEFENSE PLANNING

James J. McGrath, sheriff of San Mateo County, has been appointed co-ordinator of police and sheriff's officers to handle county preparations in event of an atomic attack, it has been announced.

The appointment was made at a meeting of Bay Area sheriffs and police officials in Santa Rita. Broad plans were to handle evacuation of San Francisco and maintenance of hospital facilities based on the assumption that San Francisco would be the main target area.

Sheriff McGrath, who comes up for November re-election against Earl B. Whitmore, former Redwood City police officer, said he would call a meeting of Peninsula police chiefs after the first of next month. At that time, he said, he hopes to have Governor Earl Warren's outline of defense.

## MAPS OF CITY ARE AVAILABLE

New topographical maps of San Francisco and the Bay Area are now available, the San Francisco Chamber of Commerce has announced.

The maps are a result of a recent topographical survey made by the United States Geological Survey. They replace obsolete small-scale maps based on surveys made more than fifty years ago.



# San Francisco's Mayor Robinson Takes National Lead In Civil Defense Plans

CALL-BULLETIN

Under the heading "REAL LEADERSHIP, Mayor Robinson's Effective Work for Civilian Preparedness Deserves Praise and Support" The Call-Bulletin of Wednesday, August 9, 1950, carried an editorial which we reprint in part:

"There's little if any doubt that in the event of an all out global war San Francisco would be a real hot spot.

"All of us pray, of course, that such an eventuality will not come to pass.

"But all of us should also realize that, should such a calamity befall, its effects would be immensely mitigated by THOROUGH PREPAREDNESS.

"And preparedness is something which is achieved beforehand, in advance. Any later is TOO LATE.

"Our city is fortunate in the fact that its chief executive, Mayor Elmer Robinson, has shown himself to be a REAL LEADER in achieving necessary preparedness.

"Indeed, when the need for organizing civilian defense became apparent Mayor Robinson was way out in front of the top federal officials in Washington in warning of the need to ACT NOW.

Without raising any false alarms or getting hysterical about it, he pointed out clearly and explicitly and emphatically the necessity of PLANNING IN ADVANCE, by both federal and local officials.

What is more, his timely and sagacious utterances were not mere words—when he got back from his recent trip to Washington he went right into action.

Since then he has been at work, conferring with the top representatives of

(Continued on page 21)

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Local Papers Commend City's Chief for Energetic Action

"IT IS SELF-EVIDENT that Washington's hush-hush policy towards the men responsible for local Civic Defense has made comprehensive, realistic planning for it at the local level, impossible."

You could have heard a pin drop in the Grand Ballroom of the Waldorf-Astoria when these fighting words were addressed to the several hundred Mayors of American cities last May.

"It is absolutely ridiculous to withhold official information about atomic defense from American Mayors when Soviet Russia has already exploded an atom bomb and has been steadily training her people in Civil Defense for several years.

"It is time the American people—every one of us—understand this whole situation and join our protests against it, for our institutions and our national survival are at stake!

"THIS IS A MATTER TO BE TIMED BY THE CLOCK, NOT BY THE CALENDAR!"

The speaker was Mayor Elmer E. Robinson of San Francisco, driving

Elmer Robinson never disguised that fact.

From the time he took office, in January of 1948, he assigned one of his top aides the job of keeping abreast of every development pertaining to Civil Defense—and of keeping him completely informed about the situation.

What he found out was this: Washington kept insisting that Civil De-



HON. ELMER E. ROBINSON, Mayor  
City and County of San Francisco

home to the United States Conference of Mayors his own burning convictions about the need for Civil Defense.

This was no flash in the pan or Johnny-come-lately performance.

The Mayor of San Francisco is the Mayor of a primary target city, and

defense was a local problem—was a responsibility of each Mayor But what Mayor had any official information about the characteristics of an atomic explosion? Magazine writers and radio commentators talked about it, but one of the made it an end-of-the-world

S. F. EXAMINER

Under date of Thursday, August 3, 1950, the San Francisco Examiner carried an editorial commending Mayor Robinson for his actions in the present war crisis. Following are pertinent excerpts from the editorial:

TIMELY ACTION

"In the present war crisis, San Francisco's Mayor Elmer E. Robinson has emerged as a vigorous leader, not only on the local scene, but nationally.

He was the first mayor of an American city to recognize the danger and to take forceful steps for a remedy.

Robinson got on the radio, he called a meeting of west coast mayors, he testified at congressional hearings in Washington, he was a leading speaker on civilian defense before the United States Conference of Mayors in New York City.

Now Mayor Robinson has again shown himself as fully cognizant of the crisis and as possessing the responsibility and intelligence to meet it head on. He has ordered reactivation of the police reserve, is considering a fire department reserve, and has taken other measures to protect San Francisco against disaster.

But Robinson did not stop with the physical preparation for emergencies. He recognized that it takes money and materials to fight a war, and that this huge expenditure must be offset to some degree by governmental economy. The mayor has deferred major city projects until the war situation is clarified.

Mayor Robinson deserves the fullest commendation for his grasp of all the factors facing San Francisco and the Nation today, and for his timely action in doing something about them.

proposition and the next one would be an "It-isn't-so-bad-after-all" piece. Interesting, but valueless from the viewpoint of men charged with making workable preparations for Civil Defense.

This attitude was brought sharply home to Mayor Robinson when he was trying to convince the Joint Congressional Committee on Atomic Energy of the urgency of the situation. That was on April 3 of this year, and when he pleaded for some reliable information, one Senator suggested that he buy a copy of the Saturday Evening Post and read it. The Mayor pointed out that running around and buying up the magazines on newsstands was hardly the way for men presumably responsible for Civil Defense to inform

(Continued on page 18)

# CITY AND COUNTY OF SAN FRANCISCO

ELMER E. ROBINSON, MAYOR

## Directory of City and County Officers

\*Indicates vacancy

### ELECTIVE OFFICERS

#### MAYOR

200 City Hall, Z.2, MA 1-0163  
**ELMER E. ROBINSON**, Mayor  
 MAX G. FUNK, Executive Secretary  
 DAVID E. LEWIS, Administrative Assistant  
 VAL KING, Confidential Secretary  
 JOHN D. SULLIVAN, Public Service Director

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 DAN GALLAGHER, 179 Bank St., Z.5  
 JAMES L. HALLLEY, 760 Market St., Z.2  
 MARVIN E. LEWIS, 625 Market St., Z.2  
 CHESTER R. MCPHEE, 1048 Valencia St., Z.10  
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 PATRICK J. McMURRAY, 86 McAllister St., Z.2  
 DEWEY MEAD, 3100 Steiner St., Z.33  
 J. JOSEPH SULLIVAN, 111 Sutter St., Z.4  
 JOHN J. SULLIVAN, 128 Veterans Bldg., Z.2  
 JOHN R. McGRATH, Clerk

**ROBERT J. DOLAN**, Chief Asst. Clerk  
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**PUBLIC HEALTH AND WELFARE**—John J. Sullivan,  
 Lewis, Fazackerley  
**PUBLIC UTILITIES**—J. Joseph Sullivan, McMurray,  
 Lewis  
**STREETS AND HIGHWAYS**—Hallley, Mead, John J.  
 Sullivan  
**RULES**—Christopher, Mancuso, Gallagher

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RUSSELL L. WOLDEN, 101 City Hall, Z.2, KL2-1410

#### DISTRICT ATTORNEY

EDMUND G. BROWN, 550 Montgomery, Z.11

#### CITY ATTORNEY

DION R. HOLM, 206 City Hall, Z.2, HE 1-1922

#### PUBLIC DEFENDER

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#### SHERIFF

DANIEL C. MURPHY, 331 City Hall, Z.2, HE 1-2121

#### TREASURER

JOHN J. GOODWIN, 110 City Hall, Z.3, HE 1-2121

### COURTS

#### SUPERIOR JUDGES OF

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# Alioto's Famed Fisherman's Wharf Spot Reopens With Superb Menus



Above, left: Alioto's, the new \$130,000 restaurant at Fisherman's Wharf. The wide, spacious brick-fronted building, topped by a winking lighthouse at one end and a huge fish, the Alioto's trademark, at the other end, is a far cry indeed from the tiny stall with its single counter and lone window overlooking the lagoon which first attracted tourists back in 1925. Above, right:

Alioto's is the last word in a smart restaurant, with its massive redwood beams, dark-stained walls, Placerite stone fireplace, and overhead original ship-wheel lighting fixtures. The ships' wheels were salvaged from decommissioned vessels which put in at San Francisco harbor. Among these were the S. S. Abangarez, built in Belfast in 1909; the S. S. Antares, and the S. S. Marymar.



Frank Alioto, one of the owners of Alioto's new Fisherman's Wharf restaurant, is being congratulated by Dr. J. C. Geiger, left, and A. B. Crowley of the San Francisco Health Dept.

## Gala Debut on 25th Anniversary Presents Newest Restaurant

SAN FRANCISCO'S NEWEST RESTAURANT opened to the public on August 4 when Alioto's, on Fisherman's Wharf, joined the select circle of outstanding eating places in the city by the Golden Gate.

The gala debut of the \$130,000 Alioto's coincided with the 25th anniversary of the founding of the business by the late Nunzio Alioto. But the spacious brick building, topped by a lighthouse and a replica of a big fish, is a contrast to the tiny stall with its single counter which first attracted visitors back in 1925.

In fact, the massive brick fireplace around which diners now sit, would have dwarfed the Alioto's first outdoor crab-pot—and the four picture windows overlooking the lagoon are hardly comparable to the single window which once revealed the little fishing boats.

During the quarter-century that Alioto's has served San Franciscans and tourists from all parts of the world, several "firsts" were established by them on Fisherman's Wharf.

Alioto's was the first to convert the old wood-burning crab-pots to gas burners. Soon others on the Wharf followed suit. They were the first to introduce clam chowder; first to use tile on the floors and counters, and first to put in a kitchen. Until Alioto's installed facilities for cooking, only sea-

food cocktails and soups were served.

The new Alioto's is the last word in a smart restaurant, with its massive redwood beams, dark-stained walls, Placerite fireplace, and overhead ship-wheel lighting fixtures. The ship's wheels were salvaged from decommissioned vessels which put in at San Francisco. Among them are the wheels of the U.S.S. Antares, historic supply ship of World War II. It was the Antares which unwittingly allowed Japanese midget submarines to sneak through the submarine nets at Pearl Harbor.

But despite its newness, Alioto's retains all the atmosphere and charm of old Fisherman's Wharf. Like the chugging crab boats and the big purse seiners hugging the piling nearby, Alioto's is an integral part of San Francisco's famed tourist spot.

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Top: Mario Alioto, popular young baritone, and one of the owners of Alioto's, entertains at gala Press Party at Alioto's prior to opening of the new Fisherman's Wharf restaurant. A quartet of Alioto's gaily costumed waiters joins in harmonizing. Above: Mrs. Rose Alioto graciously responds to toast from members of the gay Press Party preceding opening of Alioto's. Seated, left to right: Father Bartholomew Pellegrini, Mrs. Alioto and H. M. Richardson, of the State Harbor Commission. Standing: Nunzio Alioto, Dr. J. C. Geiger, Mario Alioto and Frank Alioto.

Four large windows overlook smack on the wharves, and from the cozy bar adjoining the dining room patrons have the same nautical view.

"Alioto's is one of those San Francisco ventures," explains Mrs. Rose Alioto, widow of the founder and present owner. "It's been hard work since my husband first

started his small stand on the Wharf. When he passed away my two sons, Mario and Frank, helped me carry on. Today the three of us and my son-in-law operate Alioto's.

"It is gratifying to us to welcome so many old and new customers since we re-opened on August 4."

*Remember...*

**ONLY YOU CAN  
PREVENT FOREST FIRES**



Dr. J. C. Geiger, San Francisco's Director of Public Health, helps Mrs. Rose Alioto cut a 25th birthday cake, on the occasion of the 25th Anniversary and re-opening of the new \$130,000 Alioto's on Fisherman's Wharf.



Peggy Mann, radio songstress, sings an Italian folk song while Ignatius Balesteri plays the accordion at gay Press Party at Alioto's. Chico, the jovial little Ambassador of Good Will, stands in back lending encouragement.

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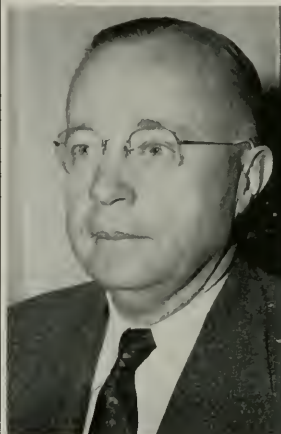
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**Louis Breuner  
Heads EBMUD  
Directors**

**L**OUIS J. BREUNER, retired merchant and civic leader, is the new President of the Board of Directors of the East Bay Municipal District, according to an announcement by A. C. Carrington, District Vice-President. Breuner succeeds Francis E. Boyd, who has resigned the presidency due to a recent illness and the increased pressure of his own personal business

**LOUIS J. BRUENNER**

affairs. Boyd will continue as a Director of the District.

Commenting on the announcement, Carrington said, "It is with sincere regret that the Board has accepted the resignation of Mr. Boyd as President of the District. We are fortunate, however, in having his continuing counsel as a Director."

Boyd is president of the Pacific Electric Motor Company, and a director of the Central Bank, in addition to his many civic activities.

Louis J. Breuner, the new President of the Board, is the former president of the John Breuner Company. He was elected to the Board of Directors of the E.B.M.U.D. in May of this year. A resident of the East Bay since 1916, Breuner has actively supported many civic projects. As a director of the Oakland Chamber of Commerce, he served that organization for more than thirty years. He is chairman of the Alameda County Welfare Commission; past president of the Oakland Rotary Club, past potentate of the Shrine; and a former director of the Golden Gate International Exposition. He is a member of the American Legion, Loyal Order of Moose, Claremont Country Club, and Athenian-Nile Club.

The Breuners reside in Oakland at 5883 Romany Road. Two married

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daughters, Mrs. Stanley Johnson and Mrs. Donald Richards, make their homes in the Orinda-Lafayette area.

"Mr. Breuner's wealth of experience in all phases of business management, and the proven sincerity of his civic consciousness, well qualify him for this important position of responsibility and public trust," Carrington stated.

**FORD SIBLEY TO  
HEAD PUBLICITY  
FOR S. F. CHEST**

Ford Sibley, vice president of Foote, Cone & Belding, will head the publicity committee for this year's Community Chest campaign.

Current tasks getting the committee's attention are selection of a Community Chest poster, contact of television stations planning telecasts of opening Community Chest shows and enlistment of advertising agencies and retail stores for specific projects during the campaign.

Subcommittee chairmen appointed by Sibley are Arthur Hull Hayes, radio; Thor Smith, newspapers; Ben Alexander, television; Irving Levin, movies; Alfred Wheeler, company publications; Jerome Newbauer, retail merchants; George Kleiser, outdoor advertising; Harold Haecner, retail dry-goods and Lowell Mainland, advertising agencies.



## Accidents Claim 216 Lives Here During First Six Months of 1950

ACCIDENTS claimed the lives of 216 San Francisco residents and visitors during the first six months of 1950, reports the San Francisco Chapter, National Safety Council.

The figures on local accidental fatalities, compiled by the Council from a statistical report prepared by the Department of Public Health, show that 27 persons had been killed in traffic mishaps; 89 in falls; 17 by poisons or gas; 14 by drowning; 15 by fire or explosions; 11 by suffocation by food or in cradles; 3 by firearms; and 40 in miscellaneous accidents (falling objects, cutting or piercing instruments, hot substances, therapeutic misadventure, streetcar accidents and by machinery).

Average age of the 148 males killed was between 45 and 50, as compared to an average of between 50 and 55 for the 68 females who were listed as accident fatalities.

A total of 22 infants and children less than 14 years of age were killed in the January to June period and five teenagers between 15 and 19.

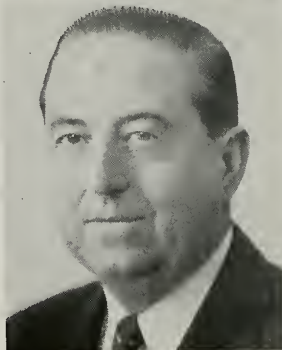
The 216 total for the six-month period compared to 205 for the same months a year ago.

Claire V. Goodwin, president of the San Francisco Chapter, National Safety Council, urged "extreme care while performing everyday duties."

"Over familiarity often breeds contempt of danger," Goodwin warned.

"Falls from ladders, on stairs and on slippery floors are the main cause of accidental deaths in San Francisco with traffic ranking second. The com-

bined total of all causes presents an alarming figure of needless, and—for the most part, preventable, accidents," Goodwin stated.



CLAIRE V. GOODWIN, Pres.,  
San Francisco Chapter  
National Safety Council

ago. The oath of office to a term expiring October 26 next year was administered by Superior Judge William F. Traverso.

Hale, 41, is a native of San Francisco and son of the late Marshal Hale, one of the founders of Hale Bros.

### COUGHLIN NAMED HEAD CAPTAIN OF POLICE DEPARTMENT

Police Chief Michael Mitchell has named Captain Jeremiah J. Coughlin supervising captain of the department at a salary of \$600 per month.

Coughlin replaces Captain Joseph Walsh, who retired recently. The new supervising captain has been in the police department for nearly a quarter-century, and twice has been commended for bravery in the arrest of armed robbers.

A widower, Coughlin lives at 19 Southwood drive.

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### RANDOLPH HALE IS APPOINTED TO PARKING AUTHORITY

Randolph Hale, San Francisco merchant, has joined the city's official family.

He was appointed by Mayor Elmer Robinson to membership on the Parking Authority, succeeding Lyle M. Brown, who resigned several weeks

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### SAN MATEO TAX RATE

The tax rate of the city of San Mateo has been set at \$1.37. Mayor Daniel J. Creedon said this was a 6.1 cent per \$100 valuation increase over the 1949-50 fiscal year because of a record budget of \$1,452,873. The budget was up \$186,000 over 1949-50.



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## S. F. CIVIL DEFENSE

(Continued from page 11)

themselves of just what to expect in event of atomic attack.

The whole history of the Federal action of Civil Defense, the Mayor charged, was little more than paper-shuffling among Washington agencies. True, two reports had been published by the Government and sent to American cities—but neither was accepted by the Federal Government itself and the Mayors were not told whether one succeeded the other, supplemented the other, or cancelled the other out altogether. The Mayors simply had two copies of varying reports with no word about the value of either, except that the Federal Government, which had mailed them out, refused to accept or adopt either one officially.

And a further evidence of the indifference of the Federal authorities cropped out during that same hearing on April 3. While Mayor Robinson was arguing his case before the Committee, he pointed out that unidentified submarines were at that very time sighted and contacted off the California coast. One of the Committee members casually brushed that disturbing news off with a shrug, remarking that it happens every time the military budget is up for consideration.

It was then that Mayor Robinson decided to smash precedent and carry the whole story directly to the people of San Francisco, which he did in a special radio broadcast on April 25. Without hysteria or panic, but in the plainest and most direct language, the Mayor told the people of this city that the Federal Government had ignored any positive action on Civil Defense; that the Government alone had the results of the effects of atomic explosions, but refused to pass them along to local authorities as a basis for local Civil Defense planning, and, shattering another precedent, he informed the people that on his own initiative, he was calling a Regional Conference in San Francisco and inviting the Mayors of primary target cities to attend, compare plans and programs, and, as he put it, "To do the best we

can with what we have."

It is interesting to note that in informal sessions at the U. S. Conference of Mayors in New York, the Mayors of three of America's largest cities were flabbergasted to hear that Mayor Robinson had actually carried the whole story to the people directly. "What about panic?" "There's no panic," he replied, "when you tell people the whole truth." "Well, hold the people react?" asked another. "They appreciated being told the truth of a situation that concerns them and their families so directly." One of the Mayors remarked that maybe he, too, would go on the air and report to the people on the situation.

When the New York Times carried Mayor Robinson's fighting charges on Page One, new interest and plenty of support began to come to Mayor Robinson from other Mayors. The Federal authorities recalled the Robinson-sponsored Civil Defense Regional Conference scheduled for San Francisco, and decided that they'd better attend.

Now, it is interesting to note that war did not break out in Korea until June 25. On June 12, at Robinson's invitation, the Mayors of the large sea-coast cities, from San Diego to Seattle, plus the top Civil Defense Directors of Washington, Oregon and California, together with Red Cross, Army, Navy Medical—AND—top National Defense people, met at the Fairmont Hotel for what Mayor Robinson called a "Brass tacks conference" on Civil Defense.

At that time, Mr. Paul J. Larsen, top Civil Defense Director for NSRB, promised to give the cities the Federal plan on September 1, 1950. This date has been set back to September 8, 1950.

Meantime, Mayor Robinson was getting the front-line Damage Control Departments of the city in fighting trim for Disaster Control. Plans had not been released, pending the receipt of information dealing specifically with the atomic aspects of an attack on San Francisco. But instead of waiting, the Mayor made a neat end run and had the Navy and General Wedemeyer

**ABOVE: STARS OF SHOW WORLD AT CENTENNIAL LUNCHEON**—When the San Francisco Advertising Club staged a pre-kickoff luncheon for the Statehood Centennial Celebration of Sept. 2-9, these leading lights of the entertainment world were present: The famous Andrews Sisters (Maxine, Patty and LaVerne, left to right); behind, Janet Blair and Dick Eastham, stars of "South Pacific". Joseph R. Knowland, chairman of the California Centennial Commission, at extreme right. **ABOVE, LEFT:** Disguised (?) as Western Union Girls the Andrews Sisters sing a "Happy Birthday to You" for the edification of San Francisco's Mayor Robinson, present at the pre-kickoff luncheon, and who accepted the singing telegram on behalf of the Centennial celebration. Mayor Robinson thanked the Ad Clubbers for offers of cooperation in implementing civic defense plans; he also assured the Centennial Commission of every assistance in making the celebration a complete success.

admit some of the top city engineers, technicians and men who'd be on the firing line, to the excellent military schools on atomic defense.

The Navy has trained selected Public Health men, is now training Police and will continue to admit selected men from every front-line city department to its atomic Defense course at Treasure Island. The Army granted the Mayor's request for twenty places at its Atomic Indotration Course and the top brass of the city's departments have already attended that course.

Meantime, the Disaster plan was reduced to writing and handed to each Department for comment and study. The results were discussed at the sessions of the Disaster Council and Corps and the Departments know exactly what their mission is and what's expected of them in event of disaster or of enemy action.

Much underground speculation buzzed around about the man the Mayor would select for Director of the Disaster Council and Corps. A fat political plum—paying \$10,000 a year, and likely to be picked off by some political big wig. But again, the long thinking which Mayor Robinson put into the Civil Defense picture paid off when Rear Admiral Albert G. Cook, USN (Ret.) was selected for that vital post by the Mayor. "Admiral Cook, as Chief of the Staff for the Navy in this district, knows our problems; he knows the military plans for defense of this area; he is fully informed about the latest techniques of defense against any enemy attack and we are lucky—very lucky indeed—that we were able

to obtain his services. His knowledge is fresh and he brings an exceptional background to the service of our people."

The Mayor's planning falls into two phases: the Damage Control Phase—involving every city department that will have to deal directly with the results of an attack or disaster, such as Public Health, Fire, Police, Public Utilities; and the Protective Phase, involving handling the overall results of attack.

Long-standing plans for Police and Fire Reserves were put into effect; conferences were held with Dr. Clish and Father James N. Brown to plan for the protection of schoolchildren, and the groundwork laid for blending in the whole volunteer program into San Francisco's Civil Defense Master Plan.

The Mayor intends to make each district self-sufficient so far as possible, in order to have forces at the scene and plenty of mobile reserve forces available.

Every precaution is being taken to weed out disloyal persons or Communist sympathizers and the Mayor hopes that each district, through its own organizations and clubs, will enter wholeheartedly into the program.

When the Federal Plan is handed down on September 8, 1950, San Francisco will be ready to put it into action.

Mayor Elmer E. Robinson has done San Francisco and his country a great service by his unremitting battle for a Civil Defense program—a workable, practical program which he has fought for long before the Korean War caught Washington napping.



# ALBERT W. GATOV GIVEN SHIP POST

**Chosen by Truman  
For Maritime Board**

THE confirmation by the Senate of President Truman's appointment of Albert W. Gatov to a 3-year term on the new Federal Maritime Board has been received with deep satisfaction on the West Coast.

Gatov, San Francisco shipping leader, was a popular choice for the position on the three-man policy making body, headed by Vice Adm. Edward L. Cochrane, U.S.N., ret.

Mr. Gatov, president of the Pacific American Steamship Association, has received wide shipping, business and labor support for appointment to the

\$15,000-a-year post.

A veteran of 3 years in Pacific Coast maritime affairs, the 43-year-old shipping leader is a native of New York but has lived in California since childhood.

Before the war he was an executive of Pacific Steamship Co. and Inter-ocean Steamship Corp. in Los Angeles. During the war he served in the Army Transportation Service at Fort Mason and at Khorramshahr, discharge port in Iran for lend-lease shipments to

Russia. He was discharged with the rank of major.

Mr. Gatov became executive director of P. A. S. A. in 1946 and president in 1948. He has served on many Government and public groups on world trade and the merchant marine.

He lives in Greenbrae with his wife and two children.

## Chronicle Ace Wins National Honors

ANOTHER NATIONAL HONOR came recently to Jack Foisie, 31-year-old Chronicle reporter.

He won his second award in the annual, nation-wide contests conducted by the Propeller Club of the United States for the best writing in the maritime field in American newspapers.

Foisie, who took top place in the club's third contest a year ago, did it again this year with, among other stories, an outstanding series of articles on the competition of foreign tramp steamers with American vessels.

His award, carrying a \$150 in cash and an expense-paid trip to the Propeller Club's annual convention in Baltimore September 27-29, was in the feature article division. Another San Francisco prize winner was Andrew Curtin for an editorial in the Call-Bulletin.

Besides these national rewards Foisie won a Nieman newspaper scholarship at Harvard in 1946. During World War II he was awarded the Legion of Merit for his distinguished work as a combat correspondent for the Army newspaper, Stars and Stripes, in the Mediterranean Theatre.

He is married, has a daughter, Kathleen, 4, and lives in Mill Valley.

## WARREN NOW HEADS DRIVE FOR FREEDOM

Governor Earl Warren has accepted the honorary State chairmanship of the "Crusade for Freedom" which was organized recently on a nation-wide basis to carry on a world-wide educational campaign to promote the cause of freedom as opposed to Communism.

L. M. Giannini, the Crusade's regional chairman for the Pacific Coast, received a wire from the Governor in which Mr. Warren stated that he would be delighted to accept the post.

"I will be delighted to serve as honorary chairman in association with the fine Americans sponsoring the organization, which I hope will be productive of much good."

## GEIGER APPOINTED NAVY CONSULTANT

San Francisco's director of public health, Dr. J. C. Geiger, has a new job, an additional duty.

He has been appointed a consultant in public health to the surgeon general of the Navy, Rear Admiral C. A. Swanson, MC, USN.

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advancement of public health in your position as director of public health for the City and County of San Francisco," Admiral Swanson wrote Dr. Geiger.

"I would, therefore, appreciate your serving as a consultant in public health to the surgeon general of the Navy and providing such consultation to the naval medical activities in the San Francisco and Pacific areas."

## "Valley Days" Highlights

When 175 farm, business and civic representatives of the San Joaquin Valley visited San Francisco recently, as guests of the Chamber they were treated to wide variety of entertainment and tours. Illustrated here are a few of the "high spots" . . .

RIGHT: A distinguished group of Chamber and Valley officials chat informally in the Officers Club at San Francisco Naval Shipyard . . . BELOW: Group of delegates and Chamber officials wave greetings on arrival August 7 in Oakland . . . BELOW—RIGHT: Elks' Club Band of Fresno entertains in the Lobby of the St. Francis Hotel . . . BOTTOM ROW—LEFT: Delegates inspect engine at United Air Lines maintenance base . . . CENTER: Group boards one of 11 yachts provided for tour of Bay . . . RIGHT: Another distinguished group, including Mayor Dunn of Fresno and Mayor Robinson, gathers aboard SS PRESIDENT CLEVELAND prior to special dinner August 8.



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**WHIT HENRY**

(Continued from page 3)

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**B**EFORE OUR departure, my wife and I purchased a number of paper shopping bags. They are very handy and make a fine supplement to the usual luggage sets that most people have. Soiled clothing can be placed in them; shoes go into them much more readily than into the usual hand bags. They have a myriad of uses and certainly the price is right; five cents each!

\* \* \* \*

**E**AST FROM RENO, driving is really a pleasure after the crowded highways of California. If you pass through Evanston, Wyoming, a good place to dine is at the Jolly Roger. It was built in 1892 and was the Evanston Mill and Elevator Co. It was exceptionally well built and for years was a landmark in the vicinity. Joe Wheeler, a local groceryman, and

Marlo Paul, a lumber dealer, decided to remodel the building. With the exception of the plumbing and electrical work, they did all the work themselves and completely transformed the "old mill" into the excellent restaurant they operate today.

\* \* \* \*

**I**N SIOUX CITY, Iowa, there is a delightful motel, the King of Trails. It is modern in all respects and has a fine restaurant in conjunction. Actually, the King of Trails is 5 miles south of Sioux City, but it is a mecca for residents from miles around who enjoy good food, properly cooked and served.

\* \* \* \*

**A**N EXTREMELY interesting little city is Winona, Minnesota. The entire population of 22,500 is virtually all of German or Polish descent. The skills and arts of the old countries are preserved by the artisans of the new. The Safranck brothers, three in number, make their own sausages in their modest butcher shop, which was founded by their father many years ago. Their product is made in an un-hurried fashion and is decidedly different from the run-of-the-mill sausages that crowd the usual delicatessen counters. At the Hot Fish Shop, Henry Covalaski supervises his cooks in the preparation of fresh water fish, caught in the lakes and rivers of which Minnesota seems to have more than her share.

\* \* \* \*

**N**ORTH OF WINONA is the town of Wahasha. In Wahasha the Hotel Anderson is famous for its dining room which specializes in Dutch cooking. A recipe book which retails for \$3.00 has enjoyed a wide sale for a number of years. The hotel is nearly 100 years old and the third generation is still maintaining the excellent cooking for which it gained wide renown years ago.

\* \* \* \*

**N**EEDLESS TO SAY, we are having a wonderful vacation. Not only are we investigating and sampling some remarkable food but we are also experiencing the thrills of unusual and awe-inspiring scenery. However on our return to San Francisco, it will be necessary to go back to the non-fat-tening diet. Next month I will give

you some recipes my wife has picked up on this trip. As you know I never print recipes until my wife has the opportunity to try them on our own stove at home and the results prove satisfactory.

**T**HE award of a half-million dollar contract for construction of sludge digestion tanks and a control building for the Sewage Disposal Project of Special District No. 1 of the East Bay Municipal Utility District has been announced by Thomas S. Neilson, Director of the District.

Low bidder for the project was Stolte, Early and Harrelson, at \$591,-

446.

The disposal system, which will serve the six Alameda County cities of Oakland, Berkeley, Alameda, Albany, Emeryville and Piedmont, consists of 21 miles of interceptor sewers, a primary treatment plant, and a 9,100 foot outfall sewer which will carry the processed effluent to a point east of Yerba Buena Island—south of the San Francisco-Oakland Bay Bridge, more than a mile out in the deep waters of the Bay.

Construction work on the total project is now at the half-way point, and present schedules call for completion by July of 1951, according to Neilson.

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# CITY-COUNTY RECORD

Vol. 17—No. 10  
*October*  
September, 1950

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SAN FRANCISCO AND THE BAY AREA

THE MAGAZINE OF GOOD GOVERNMENT



(See story page 3)

**LLOYD E. GRAYBIEL, Vice Pres. American Trust Co.  
Chairman San Francisco Charter Revision Committee**

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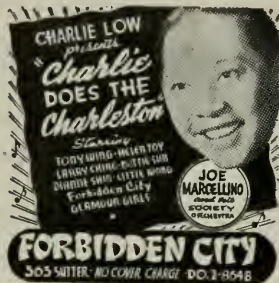
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Opening of an office by the recently organized Castro Valley Chamber of Commerce has been announced by Howard McCalla, newly appointed chamber officer.

Location of the office is in Room 208 of the Walsh building, 7716 Castro Valley Boulevard. It will be open for the present on Tuesday, Thursday and Saturday from 9 a.m. to 5 p.m., McCalla said.

**Better Business Bureau  
Offers Important Book**

"Things You Should Know About the Purchase and Servicing of Television Sets" is the latest booklet offered to the public by the Better Business Bureau. Since the purchase of a television set represents a major expenditure to many people, the booklet is expected to fill an urgent need in this area.

According to the Better Business Bureau, 90% of the complaints received from the public concerning television result from lack of information concerning trade practices in this field, insufficient knowledge regarding contracts and failure to understand the financing of time payments. The booklet is designed to prevent financial loss and dissatisfaction in this field.

Copies of the booklet may be obtained by sending 10 cents and a stamped, self-addressed envelope to the Better Business Bureau, 420 Sutter Street, San Francisco 8, California.

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VOL. 17—No. 10



OCTOBER, 1950

**Around and About**

By WHIT HENRY

THIS IS A REQUEST that all public spirited citizens support the W.H.P.C.C.W.P.S.F.

A fair question is: What is it?

It is the Whit Henry Plan for the Control and Conduct of Crowds Watching Parades in San Francisco.

If adopted, it means that in the future reviewing stands will be erected on both sides of Market Street from First Street to Seventh; the only to be permitted in these stands will be children under 14 years of age and their grandparents. All bands marching up Market Street will be required to play while parading in front of this group. Elsewhere along the line of march, police will be required to make tall people stand in the rear so as to allow short people a good view of the parade.

I repeat: Support the W.H.P.C.C.W.P.S.F.

THIS IS THE TIME of year when umbrellas make their annual bow and as the winter months progress, many will change hands inadvertently be-

cause so many umbrellas, especially men's, look alike. If you wish to put your initials on the handle

(Continued on page 19)

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on what to do in  
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# LLOYD E. GRAYBIEL

## Vice President American Trust Company Chairman San Francisco's Charter Revision Committee

By WILLIAM FLYNN  
Special Writer — The Record

**L**LOYD E. GRAYBIEL, vice-president of the American Trust Company, a major financial force in the San Francisco Bay Region and Northern California, finds little time to talk of the debits and credits of banking.

He devotes much of his time to talking about and working for the future of the region which his bank serves. To sum up his attitude in the manner of a market expert, he is an "enthusiastic bull."

"I don't see any factors to stop us," he says.

That conclusion is based on the intelligent study of more statistics than the ordinary individual who has difficulty in balancing his check book would care to dis-

cover. He firmly believes that California and the Pacific Coast states have built a firm foundation for a stable economic expansion that will make the development of the last decade look something like the speed of a slow boat to China.

"We have a broader base in California and the Bay Area on which to meet the expanded needs of the military and home front," he says.

### CONCLUSION ACCURATE

This conclusion is not just a report of what he sees when he peers through a pair of rose-colored glasses. The fact of the matter is, he knows what he is talking about—as far as mortal man can. For, he has been one of the architects of that "broader base" during the past two decades and he is not one to build unless he has taped the project down to the fifth decimal point.

His work generally shows no direct, immediate results on the bank's annual balance sheet of assets and liabilities. But it is a factor; for he works for the general betterment of the communities the bank serves. If the region is prosperous, the bank is prosperous.

### IMMEDIATE INTEREST

Of immediate interest to the citizens and taxpayers of San Francisco is the fact that this slim, bushy-browed, quiet-spoken individual is chairman of the city's Charter Revision Committee.

When he and members of the committee have finished their job, they hope the voters will approve a modernization of the city's basic law—now almost 20 years old and somewhat patched and darned to meet the needs of changing times. This modernization probably won't

cut taxes but should bring about a greater return for the money invested in local government.

Graybiel is one of those fortunate individuals who is encouraged to combine his avocation—civic work—with his formal means of earning a living.

He does not consider this an odd situation. His employers realize that it is only upon a firm foundation of civic and community well-being that a bank can prosper. Anything he does to bring about such a condition is ultimately of value to the organization that signs his pay check.

Graybiel was born on September 19, 1898, the son of John M. Graybiel and Henrietta Dierks Graybiel, at Ewing, Nebraska. The family moved to California in 1911, settling at Chico. There he completed his grade and high school education and studied at Chico State Normal.

### GRADUATED 1917

He was graduated from the State Normal in 1917 and immediately enlisted in the United States Army, selecting the Infantry. Later he transferred to the Air Corps and was commissioned a second lieutenant with the rating of Aerial Observer.

Resigning his commission in January of 1919, he began the study of law at the University of California's Boalt Hall. He received his Bachelor's Degree in 1920 and his law degree two years later. He was admitted to practice during the same year but, although qualified to practice in both state and federal courts, has put his legal learning to use in his bank.

He was employed in 1922 by the American Trust Company as assistant to Parker S. Maddux, then

a vice-president and head of the legal department. Maddux now is president of the San Francisco Bank. Graybiel handled general legal problems of a banking nature for two years and then began specializing in trust administration and promotion. That work continued for seven years.

By then it was 1933 and, with his legal background, Graybiel was assigned the job of keeping track of legislation of interest to the banking profession, including a flood of New Deal laws. His activity in that connection with banking and business groups gradually broadened to include a wide scope of public relations activities for the American Trust Company.

### VARIED ACTIVITIES

This involved public speaking, writing on legal and economic problems, liaison work between the bank and public officials and local governmental units, participation in numerous undertakings of a semi-official or civic nature.

In describing his activities in this regard, he has remarked with a summation that might be considered masterpiece of understatement:

"My public relations responsibilities have involved committee and other work with a considerable number of organizations, sometimes as chairman or vice-chairman of committees."

The detail of these activities includes:



LLOYD E. GRAYBIEL, V. Pres.  
American Trust Company

The San Francisco Chamber of Commerce—Domestic Trade Committee, Domestic Trade Post War Committee, General Post War Committee, Public Relations and Host Committee, State and Municipal Affairs Committee, and now, treasurer and member of the Board of Directors.

The California State Chamber of Commerce—Chairman of the Industrial Committee, Central Coast Council; chairman of the Water Resources Coordinating Committee.

Redwood Empire Association—San Francisco director.

Building Industry Conference Board—Post War Advisory Committee.

Pacific Advertising Association  
(Continued from page 4)



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—Post War Markets Committee.

City Planning Commission of San Francisco—Technical Advisory Committee of Architects and Engineers.

Lakeshore Homes Association—President for more than a decade.

San Francisco Round Table—President.

Bay Area Chapter, Public Relations Society of America—President.

National Municipal League—member of the Council.

Second Century Club—President.

#### PARTIAL RECORD

That is the formal and incomplete record of Graybiel's non-banking activities during the last 18 years. But such a report does little to reveal the personality of the individual and the beliefs he holds that motivate such activity.

He began developing the ability for varied, concentrated work when he was going to school. His father was a teacher, ending his active career with retirement from the San Francisco schools. Graybiel worked his way through college and law school. He performed the usual part-time jobs and then began exploiting one of his natural abilities for profit—singing. A better than average barber-shop quartet bass, he sang in the choir of a number of churches, was a member of a professional quartet.

#### MARRIED 1925

In 1925 he married Jessie Cook, daughter of the late Jesse B. Cook, former San Francisco Police Chief and one-time San Francisco Police Commissioner. Members of the family are a married daughter, Mrs. Jane Worn of Reno, and Joyce Anne Graybiel, a senior at Stanford University.

Despite all the work he has done for the community during the past 18 years, Graybiel is just beginning to harvest the ideas he has planted. Based on his experience and investigation, he is developing theories that will guarantee the economic security of the region when they become facts.

He is optimistic concerning the future of the San Francisco Bay Region and Northern California. This is not an emotional frame of mind. It is a banker's conclusion based on consideration of facts as rigid as the theory that two and two make four.

#### BRIGHT FUTURE

Many of them, considered individually, have no relation to the conclusion. But each is as important to the whole as the individual pieces of a jigsaw puzzle if the design is to be completed without omission.

Northern California, he believes, only now is beginning the years of maturity. He believes that the area would have experienced almost the same pace of expansion had there not been World War II to spur the growth.

This development, his statistics reveal, began in the Twenties, were somewhat retarded by the depression of the Early Thirties, but continued unabated with some lift of the economy during World War II. Since the end of that war, the growth has continued at its pre-ordained rate.

Even had there been no migration to the area during the war years, the population of the Pacific Coast would have expanded, according to his summation. One factor alone would have guaranteed this: the great numerical increase in the birth rate in the forties.

In addition, the region has lures that could not be denied by those who lived in less favored sections of the nation. To use a factual cliché, there is always the climate of California to consider.

#### GREAT GROWTH

These, taken alone, would have been responsible for great growth of the community—if there was sufficient planning and staff work to make the growth logical and reasonable and to eliminate the twists and turns by anticipating obstacles and removing them from the path of progress.

This method has paid dividends. One of the prime examples of its success is the charted industrialization of the Santa Clara Valley, where factory and field activities have been combined.

As proof of Graybiel's theory concerning the ability of the region to assimilate its new population without benefit of artificial stimulus such as war industries, there is the fact that the demobilization of the shipbuilding industry did not embarrass the Bay Region with bread lines.

#### PLANNING AIDED

One of the reasons this has not happened is the deliberate efforts of state-wide groups to avert such a disaster. Among these was the Unemployment Conference of Government, Industry and Labor sponsored last year by Governor Warren in which Graybiel took part. This conference also was the spring board for his more individualistic effort to bring about concrete results in terms of more jobs for more citizens.

He was one of the prime movers of the subsequent Santa Clara conference. It was called by the California State Chamber of Commerce on the theory "that you have to do something to help out your home town—it doesn't grow accidentally."

This Conference considered the practical aspects of putting into effect the suggestions of the Governor's Conference, including the one that individual communities and geographical areas do something to bring industry to the state so job opportunities might be increased.

The theory was that it would (Continued on page 18)

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WITHIN RECENT YEARS the trend throughout the Public Library systems of the United States has been to specialize, as far as it is possible, in a given field,—the ultimate goal to be accurate information supplied in the quickest time by efficient, trained librarians.

To this end the Business Branch of the San Francisco Public Library was opened in 1929 in the Russ Building in the heart of the financial district. Established primarily for the convenience of the businessman, the Business Branch has expanded into a highly specialized center of business, statistical and financial information.

The collection consists of over twenty-five hundred volumes, the majority of which circulate for home use. Besides its business col-



J. FRED DETTMERING  
Commissioner S. F. Library

lection, the branch contains a carefully selected miscellany of travel, biography and other materials of general interest.

With the West Coast in an enviable position economically, the trade alone with Latin and South America necessitates a wide and accurate knowledge of current and future markets, this the Business Branch supplies with comprehensive surveys and commercial letters from foreign countries.

Investors may consult all of the leading financial services, including the weekly stock market letters which arrive via air mail each Monday morning.

An excellent collection of advertising tools include the McKittrick and Standard Advertising Registers and the Standard Rate and Data Service. These services are especially valuable for small advertising agencies when finances prohibit the expense of subscribing to these mediums.

Special sections on accounting, insurance, market research and

## Recordak Photo-Charging Machines Insure Speed and Accuracy

IN ANY CONSTRUCTIVE PLAN of reorganization it is vitally important first to evaluate the objectives. Is the plan sound economically? Will it promote better service? Is it practical?

These essentials were carefully considered by City Librarian, Laurence J. Clarke, in formulating his planning program for reorganizing the Circulation Department of the San Francisco Public Library.

When the Main Library was constructed, thirty-three years ago, it was considered an outstanding example of library architecture. But the years have proved its limitations for expansion as a unit. Consequently any move for expansion must originate within



LIBRARIAN'S OFFICE, BUSINESS BRANCH  
Mrs. Harriet Collopy, efficient Senior Librarian in charge of Business Branch, assists member of Blum's staff in locating needed information.



IVAN R. BRESEE  
Commissioner S. F. Library



PUBLIC LIBRARY BUSINESS BRANCH  
View shows portion of Russ Building Business Branch. In rear of picture Librarian Collopy is explaining methods of Branch to Library Commission Secretary Joseph J. Allen.

real estate are kept up-to-date, and new volumes added immediately upon publication. The collection also contains over two hundred journals and business magazines, and literature on manufac-

turing, engineering and industrials. Any resident of San Francisco is entitled to borrow books, and corporations, banks, business houses, etc., may obtain company cards entitling the holder to draw

the physical structure of the building.

The initial step in the over-all plan for reorganization was taken last year when two Recordak photo-charging machines were installed to insure speed and accuracy in issuing books for home use. Economically this was a sound move since it absorbed many manpower hours, which were diverted to channels sorely needing services of professional librarians.

In June of this year the two charging machines were moved to the ground floor, one on either side of the main entrance, and another installed on the Fulton Street outlet. Long believed necessary, this check on all outgoing books is esti-

a large number of volumes.

Daily messenger service from the Main Library is maintained, and phone and mail queries are given special attention.

A librarian trained in special business and reference fields is in charge of the Business Branch. The branch is open Monday through Friday, from 9 A.M. to 6 P.M., Saturday from 10 A.M. to 1 P.M.

## SAN FRANCISCO PUBLIC LIBRARY

(Continued on page 5)

mated to eventually save many hundreds of dollars annually in the loss of books.

In the immediate future the Registration office and the Books Returned Desk will be housed on the first floor, enabling borrowers to transact much business on the ground floor without having to go to the upper levels. Shelving will be speeded up, as books can be sent in trucks immediately to their respective departments.

These improvements are but the beginning of the City Librarian's plan to streamline the public li-

brary. Conditions today are changing rapidly, and a modern up-to-date library must move with the times. Old methods, slow procedures, moss-back ideas must make way for efficient public service.

Intelligent book selection, adequate repair and bindery, safe storage, augmented services, liberalized rules for registration are all an integral part of the movement to strengthen the public library system in San Francisco in order to give to the citizens of the city the very best in modern library administration.



### MODERN METHODS EXPEDITE SERVICES

Recordak Photo-Charging Machine insures speed and accuracy in issuing books. Pictures show Recordak in booth at main entrance of Library with Anne Marie Briggs of Library Staff operating same while patrons find time required reduced to minimum. A similar Recordak is located at Fulton Street entrance.

In addition to speed and accuracy gained in book charging operation, it is estimated that several hundred dollars will be saved yearly through this book-checking at the very entrances of the Library.



### ADD FINISHING TOUCHES TO CRUISER MONUMENT

Fred Zweifel (left) of the Mayor's memorial committee, and William J. Bell, president of the San Francisco Naval Shipyard Employees Association, inspect a section of the cruiser USS SAN FRANCISCO bridge as painter Anreas Leary completes the job at the Hunters Point yard where the historic steel battleship is being refurbished. Funds of the Yard employees, together with a city appropriation, are being used to create the memorial which will be dedicated at Land's End on November 12, anniversary of the 1942 battle during which San Francisco's own Rear Admiral Daniel Callahan was killed by Japanese hits (note original shell holes) on the fighting light cruiser.—Official Navy Photo.

**T**HE CITIZENS OF SAN FRANCISCO will pay tribute to the officers and men who served aboard the cruiser USS SAN FRANCISCO during the Battle of Guadalcanal when the USS SAN FRANCISCO Memorial is dedicated on Sunday, November 12th.

The memorial, which is being erected at Land's End on Point Lobos, is to be an observation

platform made from the wings of the flag bridge of the USS SAN FRANCISCO. The bridge wings, complete to running lights, will be embedded in a concrete foundation in their shipboard form with the structure's axis, corresponding to the ship's center line, oriented to the great circle course to Guadalcanal. Although the historic steel embattlement was refurbished at the San Francisco Naval Shipyard, it will still bear the original Japanese-inflicted shell holes, reminiscent of the gallantry and courage of the men at Guadalcanal.

The heavy cruiser's bell is being loaned to the City and County of San Francisco for mounting on the mast of the monument. The base

of the monument will be adorned with three inscriptions which further immortalize the actions of the SAN FRANCISCO and her men. The first of these will be a complete roll of the names of those who lost their lives in this battle and the second a dedication. The third plaque will bear the late President Roosevelt's citation "in salute to the officers and men, living and dead, of the U.S.S. San Francisco."

The dedication ceremony will take place exactly eight years from the day of the cruiser's action at Guadalcanal, for it was on November 12, 1942, that the SAN FRANCISCO steamed through the enemy fleet leaving havoc behind her against tremendous odds.



# MARINE MUSEUM!

San Francisco, the seaport by the Golden Gate, is one of America's most romantic harbors. Proposed Museum will turn Aquatic Park into a living reminder of this great city's maritime history.

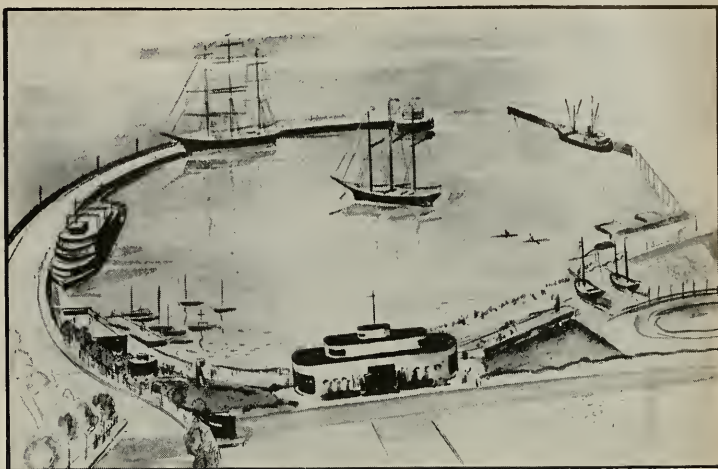
THERE'S A TANG OF THE SEA in the winds that sweep in upon San Francisco from the reaches of the Pacific. And there's a tang of the sea in the traditions and the memories of San Francisco that makes our city unique in the western world. From the days when the great captains and navigators Drake, Cabrillo, Viscaïno, skirted the shores of San Francisco on the day when a little Spanish galleon, "The Golden Fleece," entered the

The public at large welcomed the suggestion. The Committee's plans



Golden Gate, and on to the times when the swift clippers sped from their frothing furrows on the blue Pacific, overtaking and passing the great square-riggers, San Francisco has always been a port of destination to those who follow and those who love the sea.

But there is nothing along modern San Francisco's waterfront that preserves the memories of our past maritime glories. It seemed to Mayor Elmer E. Robinson, that this situation must be remedied, and on December 12, 1949, the Mayor suggested the establishment of a community-inspired maritime museum to "perpetuate forever the colorful romance of San Francisco's historic waterfront." Within a month the Mayor named a Committee of distinguished San Franciscans and assigned to that Committee the task of exploring the whole idea of a maritime museum.



Mayor Elmer E. Robinson has guided the Maritime Museum idea from its inception. After his official proposal in December, Mayor Robinson took initial action by appointing the Citizens Committee to give the project life.

rapidly matured. Aquatic Park was selected as the site for this museum and memorial. The Committee, under the able chairmanship of Mr. Edward Harms, scoured the ports of the Pacific for vessels associated with San Francisco's maritime history. In the meantime, plans were expanded to include on the eastern slope of the Aquatic Park area a replica of an early-day San Francisco plaza. This will comprise 1850 type buildings, cobblestone streets, and a rococo style cable car station. Nearby it is planned to have a historic railroad museum, but these are merely side attractions to the central feature—the maritime museum.

In the lagoon at Aquatic Park there will be snug harbor for the last existing American built square-rigger, "The Kaiulani," to be found on the face of the earth.

"The Kaiulani" (Star of Heaven) was built in 1899 and was named for the daughter of Kalakaua, king of the Hawaiian Islands. For fifty years "The Kaiulani" carried the name of San Francisco as her port of registry across the Seven Seas. In the lagoon at Aquatic Park she will be berthed and ready to welcome aboard the men, women and children of San Francisco, and her presence will conjure up again the wonderful legends and tales of the days of old.

It is planned also to have the scow schooner "Matilda" in the lagoon, as a reminder of the hundreds of scows which in their day carried cargoes of hay, grain and lumber up the creeks and rivers to Stockton, Petaluma, Napa, Alviso and other tributary ports. The "Matilda" will represent San Francisco's unique contribution to naval

(Continued on next page)



"The spirit of this Aquatic Park development will be that of a community enterprise. The Marine Museum should be the product of the work of all groups of San Franciscans and belong to all San Francisco."

architecture, for scows of the "Matilda" type were developed in San Francisco to fit San Francisco Bay traditions.

Along with the "Kaiulani" and the "Matilda," there will be the relic "City of Papeete" with her long memories of almost forgotten voyages to the South Seas. There will be the familiar old paddle wheel steamer "Capital City;" the three-masted schooner Charles R. Wilson; and fittingly enshrined, the tiny, intrepid "Gjoa," the first vessel to find the Northwest Passage and move from Atlantic to Pacific

through icy crevasses north of Canada and end her voyage at San Francisco.

In the building at Aquatic Park there will be maritime exhibits of every kind. Mrs. Alma de Bretteville Spreckels has already offered her celebrated \$50,000 collection of carefully wrought ship models; there will be handsome and striking figureheads which long ago raced with porpoises and flying fish; there will be venerable log books, an exhibit of the earliest shipwrights' tools and a galaxy of relics linking San Francisco of the

present and future with the legendary and romantic maritime city of the past.

The project is moving rapidly ahead, and working with the Mayor as a Committee on this project of so much significance to San Francisco are these well known community leaders: Edward H. Harms, E. Raymond Armsby, Louise A. Boyd, Joseph L. Cauthorn, W. W. Chapin, M. A. Cremer, John E. Cushing, J. J. Doyle, B. J. Feigenbaum, Albert W. Gatov, L. M. Gianinni, Farn-

ham Griffiths, H. T. Haviside, Randolph Hearst, I. W. Hellman, T. C. Ingersoll, George Killion, Gilbert Kneiss, D. N. Lillivand, Clarence Lindner, Harry Lundeborg, George Mann, Charles May, Elliot McAllister, Campbell McGregor, Howard McKinley, William N. Mills, Jos. A. Moore, Jr., Andrew W. Moran, Admiral Chester W. Nimitz, Mrs. Bobs Purcell, Michael J. Ryan, Paul C. Smith, Mrs. Alma Spreckels, A. K. Tichenor, Paul Verdier, Walter J. Walsh, Mrs. Nion Tucker.



**AIRLIFT.** Air cargo movements—already a major activity in the Bay Area—have increased greatly recently as a result of the Pacific airlift which keeps U.N. troops supplied in Korea. This scene at San Francisco Airport is typical, as tons of cargo, both commercial and military, arrive and leave daily. This American Airlines Airfreighter has just brought in 11,000 pounds of goods from the East and Midwest. Some of the items will be trucked to Fairfield-Suisun and other military bases in the Bay Area for transshipment to Japan and Korea.

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## Allen Seibert Heads Legion Post No. 116

Allen E. Seibert, advertising manager of the San Francisco Shopping News, has been installed



A. E. SEIBERT, Commander

Frederick G. Bunch Newspapermen's Post No. 116 American Legion

as commander of the Frederick G. Bunch Newspapermen's Post Number 116 of the American Legion.

New Adjutant is Kenneth H. Allen, associate editor of the City-County Record.

Others who took office included Homer W. Keaton, first vice commander Henry E. Johnson, second vice commander; Dan Doster, third vice commander; Superior Judge Thomas M. Foley, judge advocate. Whit Henry was the retiring commander.

Compliments of . . .

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KENNETH H. ALLEN, Adjutant  
Associate Editor  
City-County Record

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# Second Century!

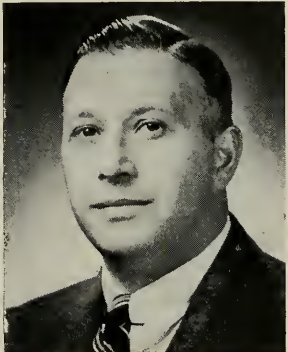
## San Francisco Chamber Enters New Era with Remodeled Offices

YOU OPEN A TRANSPARENT DOOR and enter a handsome glass-enclosed foyer. Immediately you're presented with century of San Francisco's history in panoramic color, and—once you stop admiring George Harris' brilliant and significant "Mural of Progress"—you're inside the newly remodeled offices of the San Francisco Chamber of Commerce.

And just like that, you find that almost overnight your Chamber has taken on a new appearance. You glance down the shining hall on the main floor and you realize there is much to be seen in the way of new offices, revised floor plans and new furnishings.

Entering the reception hall from the foyer, you're confronted by a young lady who quickly directs you to the department you seek. To your right as you start down the hall is the research department with a glistening counter for inquirers, capped by the latest in louvre indirect lighting, and bordered on the south by the long wall which displays the Harris mural.

To your right, down the hall, come in quick succession the conference room; president's office and secretary's desk; general manager's office (administration) fronted by public affairs and aviation; assistant manager's office and agricultural department; domestic trade department; then the Retail Merchants Association and Civic Development. Just before you



PAUL BISSINGER, President  
S. F. Chamber of Commerce

The color scheme throughout is aluminum gray and coral, with new desks, chairs and fixtures carrying out the theme in sparkling fashion.

From the main floor with its nine departments, you go by new-



The Chamber's new foyer.



A section of main floor offices.

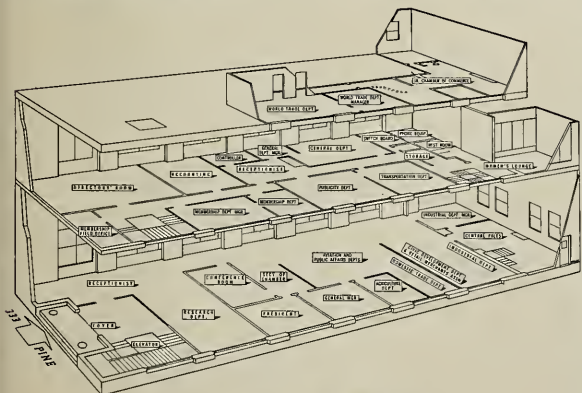


Diagram of C. of C. new office layout.

walk over the new chrome-faced clock under the rear entrance to central files, you see on your right the industrial department and to your left the office of the Industrial Manager.

Fronting the departments from the conference room to the rear is a row of shining new file cabinets with counter tops which, together with the east wall dressed up in smart new draperies, forms the hallway of the main floor.

ly-renovated elevator to the second floor where the first room that greets you is a beautifully decorated new directors' room. Down the second-floor hall to the right is the membership department; through "Room 204" you find a receptionist for the accounting department, the controller, general department, transportation department, and publicity department—all of which are compactly grouped for easy access. In the rear is the

new women's lounge.

By elevator to the third floor—now—and you find the World Trade Department in its completely revised quarters . . . Then the Junior Chamber of Commerce at the rear, still sparkling from its recent remodeling.

And there you have the second Century of Progress offices of the

San Francisco Chamber of Commerce—designed for the convenience and accessibility of thousands of Chamber members and the general public who come to this organization for business or information relating to virtually every phase of San Francisco life. The new offices are meant to provide greater privacy and efficiency of service for those visitors.

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## CITY AND COUNTY OF SAN FRANCISCO

ELMER E. ROBINSON, MAYOR

## Directory of City and County Officers

\*Indicates vacancy

## ELECTIVE OFFICERS

## MAYOR

200 City Hall, Z.2, MA 1-0163  
 ELMER E. ROBINSON, Mayor  
 MAX G. FUNK, Executive Secretary  
 DAVID E. LEWIS, Administrative Assistant  
 VAL KING, Confidential Secretary  
 JOHN D. SULLIVAN, Public Service Director

## SUPERVISORS, BOARD OF

235 City Hall, Z.3, HE 1-2121  
 GEORGE J. CHRISTOPHER, President, 175 Russ St., Z.3  
 DON FAZAKERLEY, 125 1/2 St., Z.3  
 DAN GALLAGHER, 172 Beale St., Z.3  
 JAMES L. HALLEY, 760 Market St., Z.2  
 MARVIN E. LEWIS, 625 Market St., Z.2  
 CHESTER R. MACPHEE, 1048 Valencia St., Z.10  
 EDWARD T. MANCUSO, 345 Grove St., Z.2  
 PATRICK J. McMURRAY, 86 McAllister St., Z.2  
 DEWEY MEAD, 3100 Steiner St., Z.23  
 J. JOSEPH SULLIVAN, 111 Sutter St., Z.4  
 JOHN J. SULLIVAN, 128 Veterans Bldg., Z.2  
 JOHN R. McGRATH, Clerk  
 ROBERT J. DOLAN, Chief Asst. Clerk

Standing Committee (Chairman is named first)  
 COMMERCIAL AND INDUSTRIAL DEVELOPMENT—  
 McMurray, Halley, MacPhee.

COUNTY, STATE AND NATIONAL AFFAIRS—Gallagher, Mancuso, John J. Sullivan, Fazakerley, Mead.

EDUCATION, PARKS AND RECREATION—Fazakerley, MacPhee, McMurray.

FINANCE, REVENUE AND TAXATION—MacPhee, Mancuso, Mead, Fazakerley.

JUDICIARY, LEGISLATIVE AND CIVIL SERVICE—Mancuso, Gallagher, J. Joseph Sullivan.

POLICE—Mead, Lewis, Gallagher.

PUBLIC BUILDINGS, LANDS AND CITY PLANNING—Lewis, J. Joseph Sullivan, Halley.

PUBLIC HEALTH AND WELFARE—John J. Sullivan, Lewis, Fazakerley.

PUBLIC UTILITIES—J. Joseph Sullivan, McMurray, Lewis.

STREETS AND HIGHWAYS—Halley, Mead, John J. Sullivan.

RULES—Christopher, Mancuso, Gallagher.

## ASSESSOR

RUSSELL L. WOLDEN, 101 City Hall, Z.2, KL 2-1910

## DISTRICT ATTORNEY

EDMUND G. BROWN, 550 Montgomery, Z.11, DO 2-2838

## CITY ATTORNEY

DION R. HOLM, 206 City Hall, Z.2, HE 1-1322

## PUBLIC DEFENDER

GERALD KENNY, 550 Montgomery St., Z.11, EX 2-1535

## SHERIFF

DANIEL C. MURPHY, 331 City Hall, Z.2, HE 1-2121

## TREASURER

JOHN J. GOODWIN, 110 City Hall, Z.2, HE 1-2121

## COURTS

## SUPERIOR, JUDGES OF

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 MELVYN I. CRONIN, City Hall, Z.2  
 FRANK T. DEANE, City Hall, Z.2  
 PRESTON DEVINE, City Hall, Z.2  
 TIMOTHY I. FITZPATRICK, City Hall, Z.2  
 THOMAS M. FOLEY, City Hall, Z.2  
 FRANKLIN A. GRIFIN, City Hall, Z.2  
 I. L. HARRIS, City Hall, Z.2  
 LILE T. JACKS, City Hall, Z.2  
 HERBERT C. KAUFMAN, City Hall, Z.2  
 STYLIAN J. LAMARAS, City Hall, Z.2  
 ROBERT McWILLIAMS, City Hall, Z.2  
 THERESA MEIKLE, City Hall, Z.2  
 TWIN MICHELSEN, City Hall, Z.2  
 EDWARD MOLLERENR, City Hall, Z.2  
 EDWARD P. MURPHY, City Hall, Z.2  
 HARRY J. NEUBARTH, Hall of Justice, Z.2  
 MILTON D. SAPIRO, 150 Otis St., Z.3  
 GEORGE W. SCHONFELD, City Hall, Z.2  
 HATIL R. SHOKAKER, City Hall, Z.2  
 WILLIAM T. SWIGERT, Hall of Justice, Z.2  
 ALBERT C. WOLLENBERG, Hall of Justice, Z.2  
 JOSEPH M. CUMMINS, Secretary  
 480 City Hall, Z.1, UN 1-8552

## MUNICIPAL, JUDGES OF

EDWARD O'ALLEY, Presiding, City Hall, Z.2  
 DANIEL H. HADLEY, City Hall, Z.2  
 MATTHEW P. BRADY, Hall of Justice, Z.2  
 EUSTACE CULLINAN, JR., Hall of Justice, Z.2  
 LEO A. CUNNINGHAM, City Hall, Z.2  
 JOSEPH M. GOLDEN, City Hall, Z.2  
 JOHN J. McMAHON, Hall of Justice, Z.2  
 J. B. MOLINARI, City Hall, Z.2  
 CLARENCE W. MORRIS, City Hall, Z.2  
 CHARLES S. PERRY, Hall of Justice, Z.2  
 ALVIN E. WEINBERGER, City Hall, Z.2  
 IVAN L. SLAVICH, Clerk and Secretary,  
 301 City Hall, Z.2, KL 2-3008  
 A. C. McCHESNEY, Jury Commissioner,  
 305 City Hall, Z.2

TRAFFIC FINES BUREAU, 164 City Hall, Z.2, KL 2-3008  
 JAMES M. CANNON, Chief Division Clerk

## GRAND JURY

457 City Hall, Z.2, UN 1-8552

Meets Wednesday at 8:00 P.M.

GEORGE D. SMITH, Foreman

JAMES F. ALLEN, Secretary

DAVID F. SUPPLE, Consultant-Statistician

ADULT PROBATION DEPARTMENT

550 Montgomery St., Z.11, DO 2-3923

JOHN L. KAVANAUGH, Adult Probation Officer

Meets at each of Chairman and 2nd Thursday each month

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KENDRICK VAUGHN, Secretary, 60 Sansome St., Z.4

REV. MATTHEW E. CONNOLEY, 349 Fremont St., Z.5

RAYMOND BLOSSER, 670 Monadnock Bldg., Z.5

FRED C. JONES, 628 Hayes St., Z.2

MAURICE MOSKOWITZ, 2900 Lake St., Z.21

RICHARD NASSER, 25 Taylor St., Z.2

JUVENILE PROBATION DEPARTMENT

150 One St., Z.3, HE 1-9701

GEO. W. OSOSKE, Juvenile Court Probation Officer

JUVENILE PROBATION COMMITTEE

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MRS. FRED W. BLOCH, Secretary, 3712 Jackson, Z.18

JACK GOLDBERGER, 109 Goldin Ave., Z.2

REV. JOHN A. COLLINS, 420 29th Ave., Z.21

MERRILL COOLEY, 1100 Sacramento St., Z.8

HENRY FOLEY, 659 Market St., Z.3

MISS EDITH E. PENCE, 1101 Green St., Z.9

REV. JAMES M. MURRAY, 1825 Mission St., Z.3

MRS. E. S. HELLER, 2020 Jackson St., Z.9

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## CHIEF ADMINISTRATIVE OFFICER

289 City Hall, Z.2, HE 1-2121

THOMAS A. BROOKS

BEN G. KLINE, Executive Secretary

MARIAN T. FETT, Confidential Secretary

## CONTROLLER

HARRY D. ROSS, 109 City Hall, Z.2, HE 1-2121

WREN MIDDLEBROOK, Chief Assistant Controller

## LEGISLATIVE REPRESENTATIVE, FEDERAL

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## LEGISLATIVE REPRESENTATIVE, STATE

DONALD W. CLEARY

223 City Hall, MA 1-0163 and HE 1-2121

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100 Larkin St., Z.2, HE 1-2121

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DOUGLAS BAYLIS, 619 Washington St., Z.9

ERNEST A. BORN, 730 Montgomery St., Z.11

JOHN K. HAGOPIAN, 2733 Pierce St., Z.15

ROBERT B. HOWARD, 521 Francisco St., Z.11

OSCAR LEWIS, 2740 Union St., Z.23

FRANCIS J. McARTHUR, 693 Mission St., Z.5

EDWARD S. MOORE, 230 Jones St., Z.2

WIS. ALICE G. POYNER, 1127 Greenwich St., Z.9

ANTONIO SOTOMAYOR, 3 Le Roy Place, Z.9

Ex-Officio Members

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ERNEST J. TENNEY, 500 Sansome St., Z.11

HERBERT FLEISHHACKER, Pres. & Young Museum

GEORGE D. HART, Pres. Public Library Commission

PAUL VERDIER, Pres. Calif. Palace Legion of Honor

LOUIS SUTTER, Pres. Park Commission

## CITY PLANNING COMMISSION

100 Larkin St., Z.2, HE 1-2121

Meets first and third Thursdays of each month at 2:30 P.M.

ERNEST J. TORREGANO, President Mills Bldg., Z.4

WILLIAM D. KILPATRICK, 1127 Montgomery St., Z.4

HAROLD T. LOPEZ, 536 Bryant St., Z.7

MRS. EUGENE M. PRINCE, 3421 Pacific Ave., Z.18

OLIVER ROUSSEAU, 1140 Greenwich St., Z.9

Ex-Officio Members

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JAMES H. TURNER, Manager of Utilities

PAUL OPPERMAN, Director of Planning

JOSEPH MIGNOLA, Secretary

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151 City Hall, Z.2, HE 1-2121

Meets every Wednesday at 4:00 P.M.

FRANCIS P. WALSH, President, 68 Post St., Z.4

JOHN M. KENNEDY, 1127 Montgomery St., Z.11

CHARLES T. McDONOUGH, 26 O'Farrell St., Z.8

WM L. HENDERSON, Sec. and Personnel Dir.

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Meets each Tuesday at 7:30 P.M.

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JOSEPH L. ALIOTO, 111 Sutter St., Z.4

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 JOHN G. LEVISON, 233 Sansome St., Z.4  
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 DR. HERBERT CLISH, Supt. of Schools  
 DR. HERBERT CLISH, Secretary

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Meets every Wednesday at 4:00 P.M.

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ROBERT A. SCHAEFER, Flood Bldg., Z.2

LEO H. SHAPIRO, 68 Post St., Z.4

MAX SOBEL, Commissioner Emeritus

EDWARD P. WALSH, Chief Engineer

FRANK R. KEENE, Chief Division of Fire

Prevention and Investigation

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CHARLES J. FOEHN, 231 Valencia St., Z.3

CHARLES J. JUNG, 622 Washington St., Z.11

CHARLES H. TURNER, 135 Post St., Z.8

LYNN E. WILSON, 25 Van Ness Ave., Z.2

JOHN W. BEARD, Executive Director

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500 Golden Gate Ave., Z.2, PR. 6-1565

Meets second Wednesday each month at 7:30 P.M.

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RANDOLPH HALE, 807 Market St., Z.3

EDWARD V. MILLS, 401 California St., Z.4

RAE T. SMITH, 660 Market St., Z.3

DAVID THOMSON, 65 Berry St., Z.7

VINING T. FISHER, General Manager

KENNETH R. MacDonald, Secretary

## PERMIT APPEALS, BOARD OF

227 City Hall, Z.2, HE 1-2121

Meets every Wednesday at 3:30 P.M.

ERNEST L. WEST, President, 265 Montgomery St., Z.4

FRED G. AINSIE, 1346 Polk St., Z.9

JOHN P. FIGUEROA, 1455 Stockton St., Z.11

JEREMIAH J. MULVIHILL, 1675 Howard St., Z.3

REED W. ROBINSON, 1975 Market St., Z.3

EDWIN MATTOX, Secretary

## POLICE COMMISSION

Hall of Justice, Z.8, SU 1-2020

Meets every Wednesday at 8:00 P.M.

H. C. MACINN, President, 315 Montgomery St., Z.4

WASHINGTON I. KOHNKE, 686 Sacramento St., Z.11

J. W. WARMOCK, 1600 Montgomery St., Z.4

SERGEANT JOHN T. BUTLER, Secretary

MICHAEL E. MITCHELL, Chief of Police

JAMES L. QUIGLEY, Deputy Chief of Police

CAPTAIN EDWARD POOTEL, Director of Traffic

CAPTAIN JAMES ENGLISH, Secretary to Dept.

MICHAEL F. FITZPATRICK, Sec'y to Dept.

Public Civilian, Z.2, HE 1-2121

Meets first Tuesday of each month at 4:00 P.M.

ALBERT D. HART, President, 200 Brannan St., Z.7

GEORGE A. RUSSELL, Pres. Bldg., Z.2

IVAN R. BRESEE, 9 Scott St., Z.17

JOHN CUDDY, 703 Market St., Z.3

FRANK DETTMER, The Examiner, 3rd & Market, Z.3

JOHN C. GRAVIS, 1660 Jones St., Z.9

MISS EVELYN LA PLACE, 949 Taraval St., Z.16

SAM M. MARKOWITZ, 235 Montgomery St., Z.44

RAIP H. MCGILL, 840 Ulloa St., Z.16

MRS. J. HENRY MOHR, 2 Canada, Z.16

RENE A. VAYSSIE, 24 Jones St., Z.2

LAWRENCE J. CLARKE, Librarian

JOS. J. ALLEN, Secretary

## PUBLIC UTILITIES COMMISSION

287 City Hall, Z.2, HE 1-2327

Meets every Monday at 5 P.M.

PHILIP F. LANDIS, President, 558 Sacramento St., Z.11

EDWARD B. BARON, 3349 Steiner St., Z.23

DONALD A. CAMERON, 1 Montgomery St., Z.4

SAM MCKEE, 27 1/2 St., Z.10

VICTOR S. SWANSON, 1095 Market St., Z.3

R. J. MacDonald, Secretary

JAMES H. TURNER, Manager of Utilities

FOREST B. GIBSON, Executive Sec. to the Mgr.

BUREAU OF LIGHT, HEAT AND POWER—A. DE-

VINE, Manager, 425 Mason St., Z.2, PR 5-7000

HETCH HETCHY SYSTEM—A. O. OLSON, Chief En-

gineer and Gen. Mgr., 425 Mason St., Z.2, PR 5-7000

BUREAU OF PERSONNEL AND SAFETY—PAUL J.

FANNING, Dir., 2301 San Jose Ave., Z.12, FI 6-5656

MUNICIPAL RAILWAY—WILLIAM H. SCOTT, Man-

ager, 2600 Leary St., Z.18, FI 6-5656

SAN FRANCISCO AIRPORT—GEORGE M. DIXON,

Superintendent, South San Francisco, JU 5-0345

WATER DEPARTMENT—GEORGE W. PRACY, Gen-



**PUBLIC WELFARE COMMISSION**

585 Bush St., Z.8, GA 1-500  
Meets first and third Tuesdays of each month, at 4:30 P.M.  
EDWARD J. WREN, President, 1825 Mission St., Z.3  
MRS. BERNARD L. HECHINGER, 1340 Lombard St., Z.9  
ANTHONY L. NORIEGA, 230 Jones St., Z.2  
MRS. ROSALIND JOHNS, 2535 Larkin St., Z.9  
F. P. AGNOST  
RONALD H. BORN, Director, Public Welfare  
MRS. EULALA SMITH, Secretary

**RECREATION AND PARK COMMISSION**

McLaren Lodge, G.G. Park, Z.17, SK 1-4866  
Meets second and fourth Thursday of each month at 4:00 P.M.  
LOUIS SUTTER, President, 1 Sansome St., Z.4  
REV. EUGENE J. SHEA, 995 Market St., Z.3  
FRED D. PARR, 1 Drumm St., Z.11  
MRS. SIGMUND STERN, 1998 Pacific Ave., Z.9  
MICHAEL J. BUCKLEY, 311 California St., Z.4  
PETER BERGUT, Lombard and Battery Sts., Z.11  
MRS. HENRY DIPPEL, 762 Joost Ave., Z.12  
HARVEY E. TELLER, General Manager  
WILLIAM J. SIMONS, Secretary to Gen. Man.  
EDWARD McDEVITT, Secretary to Commission  
JOSEPHINE D. RANDALL, Supt. Recreation  
61 Grove St., Z.2, HE 1-2121  
JULIUS L. GIBBS, Supt. Parks  
McLaren Lodge, G.G. Park, Z.17, SK 1-4866

**REDEVELOPMENT AGENCY**

100 Larkin St., Z.2, HE 1-2121  
Meets first and third Tuesdays each month at 4:00 P.M.  
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# STREAMLINER!

## Southern Pacific's New "Cascade" Finest in Modern Transportation

A NEW STREAMLINED "CASCADE" night train between San Francisco and Portland has been placed in service by Southern Pacific. With inauguration of this new train, and the new Sunset Limited streamliner one week later on the Los Angeles-New Orleans run, Southern Pacific now has speedy, streamlined chair car and sleeping car service on all its main routes.

The "Cascade" runs 718 miles between San Francisco and Portland mostly during night hours, supplementing the daytime streamlined chair service of the "Shasta Daylight." It features room sleeping accommodations, with enclosed toilet and washroom facilities, plus the "Cascade Club" which is an articulated triple-unit with a single room more than 130 feet long for dining and lounging. Leaving in the early evening and arriving shortly after breakfast, northbound and southbound, the new "Cascade" schedule clips two hours off the previous record for a sleeping car

train on this Shasta route. The fast schedule permits overnight trips without loss of business hours. Through cars accommodate travel to and from Seattle.

The "Cascade" is powered by a 6,000 horsepower diesel locomotive like the daytime "Shasta Daylight." It is soundproofed for quiet rest, has deep carpeting, foam rubber upholstery, the latest in Pullman beds for full relaxing, individual control of heat in the air conditioned private rooms, tight-lock couplers and electro-pneumatic brakes for smooth starts and stops, and ample power to maintain schedule speeds with ease. In walking from car to car of the train only the touch of a finger is required to open the doors, which close automatically afterward.

The eleven passenger-carrying cars of each new "Cascade" train include eight sleeping cars with a total of 130 private rooms—roomettes, bedrooms, compartments, drawing rooms and various combinations en suite. Some of the rooms have beds in lengthwise arrangement, others crosswise. Color

MOTIVE POWER on Southern Pacific's new streamlined Cascade (with 16½ hour overnight run between San Francisco and Portland) is furnished by 6000 horsepower Diesel locomotives. This picture of the inaugural train was taken at Oakland 16th St. Station. Outstanding features of these streamlined trains are private, enclosed annexes containing complete toilet and lavatory facilities in bedrooms and compartments; circulating ice water; non-glare fluorescent ceiling and individual reading lights; full length closets; individually controlled heating and air conditioning and generous baggage space. Wide, full-length pre-made beds have foam rubber mattresses. Roomettes, bedrooms, suites, compartments and drawing rooms are available on this new streamliner which boasts the famous "Cascade Club," 130-foot triple unit diner-lounge. Several of the sleeping cars will provide through service to and from Seattle.



"CASCADE CLUB" on Southern Pacific's new streamlined Cascade is a triple articulated unit, more than 200 feet long. It contains a room for dining and lounging that is 130 feet from end to end, one of the most spacious and comfortable dining-lounge units yet designed for rail travel. The new "Cascade," carrying all-room sleeping cars just received from the car builder, is on a new, faster schedule, cutting two hours off the former running time of the train. Several cars in the train will provide fast through service to and from Seattle, Washington.

schemes feature varying tones of such colors as Cascade blue, coral, apricot, red, cream yellow, beige, rust, turquoise. Leaf patterns predominate in the carpets.

Each room has individually con-

trolled non-glare fluorescent lighting, circulating ice water, full length mirror, ample hand luggage space, full length wardrobe closet, in addition to private lavatory and toilet facilities.

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**BEDROOMS** on the Southern Pacific's new streamlined Cascade embody every feature for the passengers' day and night comfort. Pictured above: *left*, is the BC (bed crosswise) bedroom. *Above*: The BL (bed lengthwise) bedroom. Outstanding conveniences are private, enclosed annexes containing complete toilet and lavatory facilities, circulating ice water, non-glare fluores-

cent ceiling and individual reading lights, full length closets, individually controlled heating and air conditioning and generous baggage space. Wide, full-length pre-made beds have foam rubber mattresses. Roomettes, bedrooms, suites, compartments and drawing rooms are available on this new streamliner. (See additional pictures on page 16)

## Accidents Claim 216 Lives Here During First Six Months of 1950

**COLONEL K. M. MOORE, C. E.**, has assumed his new assignment as District Engineer of the San Francisco District, Corps of Engineers. This is the third time he has directed the activities of this District, having previously been District Engineer in 1940-1941 and 1945-1946.

Colonel Moore was born on 24 December, 1894 at Fort Snelling, Minnesota. He graduated from the United States Military Academy at West Point in 1917 and was then commissioned in the Corps of Engineers. Subsequently he attended the Massachusetts Institute of Technology, graduating with a B. S. degree in Civil Engineering.

As a young officer he was with the Fourth Engineers in Germany in World War I. He has served at Luzon in the Philippines and during 1946-1948 was Engineer for the U. S. Army Forces in Korea.

During the last decade Colonel Moore's duties, besides being District Engineer at San Francisco and Duluth, Minnesota, have been principally directed to procurement of vital engineer equipment for overseas troops and just prior

to his present assignment he commanded the Granite City Engineer Depot in Illinois.

The distinction of being one of four generations of Army Officers



**COL. K. M. MOORE, C. E.**  
S. F. District Engineer  
U. S. Corps Engineers

was realized in 1945 when Colonel Moore's son, Kenneth, Jr., received his commission from West Point. Colonel Moore's father was also a West Pointer, and his grandfather

was a regular Army officer. His youngest son Carlisle recently graduated from the University of California with a B. S. degree in electrical engineering, and will soon study law at Hastings Law College.

Colonel Moore is a member of the Society of American Military Engineers, being Past President of the San Francisco Chapter.

### Postal Promotion

Earle D. Chance, chief Assistant inspector in charge of San Francisco's Post Office became inspector in charge on September first, according to John F. Fixa, Postmaster.

San Francisco's famous 1900-bed Letterman General Hospital has a new name. The Department of the Army announced today that henceforth it would be known as the Letterman Army Hospital.

This is the first time the hospital's name has been changed since 1911 when it was designated the Letterman General Hospital. Established in 1893 to care for the sick and wounded returning from the Spanish-American War, the hospital is noted as a center for neuro and orthopedic surgery.

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## BAC Aviation Affiliate Seeks Action Towards S. F. Field

**I**MMEDIATE ACTION for the establishment of a conveniently located private flying field within the city limits of San Francisco is demanded here by the Bay Area Aviation Committee, an affiliate of the Bay Area Council.

The Islais Creek tidelands at the base of Army Street were recommended by the Committee as the available site within San Francisco that could be developed in the shortest time as an operating airport for small planes. Although the more centrally located Treasure Island site was originally built for the purpose of providing such service, present navy ownership prevents civilian use of this strip. In view of possible future emergency needs for air transportation facilities within easy accessibility to San Francisco, the Committee proposed the Islais Creek strip as the best alternate site.

Calling on all other interested organizations to assist in implementing completion of this airstrip for private flying, the Committee approved a resolution "urging all agencies, organizations, and ownerships to take action immediately for the installation of an airport at Islais Creek."

"The closest airport to San Francisco at present is the San Francisco Airport," commented Oliver B. Wyman, chairman of the Bay Area Aviation Committee, "a 30 minute drive outside the city limits. In view of growing Bay Area flying activity, as well as the need for a more centrally located field to service the future aviation needs of San Francisco residents, the Committee agrees that Islais Creek demands the earliest attention and action of all organizations who can assist in the prompt completion of this airstrip."

## DOWN TOWNERS ABSORB MARKET STREET GROUP

**T**HE DOWN TOWN ASSN. of San Francisco has absorbed the membership of the Market Street Assn.

"It is felt that the unity and sameness of purpose which will result from the consolidation will be of great benefit to our city," said John W. Elwood, president of the downtown group.

S. Walter Newman, president of Charles Brown & Sons; A. H. Ross, president of Moore Clothing Co., and Herbert L. Sommer, president of Sommer & Kaufman, former directors of the Market Street Assn., have been elected to the board of the Down Town Assn.

Early in 1907 the Down Town Assn. was formed to spur the rebuilding of the destroyed downtown business district. Since then, the group has worked for betterment of San Francisco in many fields.

It has sponsored development of local manufacturers with the slogan "Buy S. F.-made goods," urged improvement of San Francisco's transit system, including a Market street subway, and improvement of traffic conditions in the downtown business district through extension of the one-way street program and off-street parking facilities.

More recently, it has favored the southern site for the proposed new bay crossing, and the widening of the Bayshore highway between South San Francisco and Bayshore City.

The Market Street Assn., formed in 1937, immediately sponsored increased use of modern motor buses to solve San Francisco's trans-

portation problem, and worked to improve and beautify Market St.

The merger was hailed by Mayor Elmer E. Robinson and George Christopher, president of the Board of Supervisors. The Mayor wrote: "I feel that the organizational strength and unity which will result from the merger will prove to be of immeasurable value to our city's future growth and prosperity."

Appointment of G. Howard Robinson as director of the East Bay Municipal Utilities District has been announced by Louis J. Breunler, president.

## San Franciscan Is State Traffic Chief

Earl S. Williams of San Francisco has been appointed State Traffic Manager by Finance Director James S. Dean at Sacramento.



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## EMPLOY PHYSICALLY HANDICAPPED

**B**Y A PROCLAMATION of the United States, the first week in October is "National Employ the Physically Handicapped Week."

The Purpose of the week is to point out to employers and to the public, that people with handicaps are employable, and in many instances have abilities in greater proportion than their so called more fortunate friends. The late President Roosevelt was a leading example of a physically handicapped person rising to the greatest heights while paralyzed from the waist down.

Mrs. Elizabeth Milner, manager of San Francisco office of the State Department of Employment recently pointed out in an interview that the records of handicapped people in industry are superior in efficiency, absenteeism, and labor turnover. She continued, "Very few handicapped persons are cripples. 'A cripple is a man who has suffered a physical handicap and does nothing about it.

Every office of the California State Employment Service has at least one specially trained interviewer to deal with the problem of matching the skills of the handicapped job seekers with jobs which will emphasize their abilities, not their disabilities."

**HIRE THE HANDICAPPED—IT'S GOOD BUSINESS.**

## BRIDGE ACCIDENTS REDUCED

**W**ITH A DAILY AVERAGE of 85,310 vehicles paying toll during the month of August, the San Francisco-Oakland Bay Bridge reached the highest monthly total recorded in its history. With the exception of one Sunday when 93,417 vehicles crossed the Bridge, Friday was the big day of the week with an average of over 90,000 cars.

Increased cooperation of the public in the observance of the laws governing the highway and the rules of safety is evidenced by the fact that during the movement of this record-breaking volume of traffic, there were not more than 38 accidents recorded.

Traffic surveys by the Department of Public Works indicate that the drivers on the bridge are slowing down since the speed limit was reduced from 45 to 40 miles per hour, following the recommendations of the Citizens Committee for Safety.

Carl F. Wente, Chairman of the Citizens Committee, which was appointed by Governor Warren, commented on the safety record:

"It is encouraging to note

that suggestions of the Citizens Committee have apparently aided in creating additional safety for the Bay Bridge. Other recommendations of the Committee are being given thorough study by the Highway Patrol and the Department of Public Works. Certainly the citizens of the Bay Area who use the Bridge can be proud of the record during August."

In compliance with other recommendations made by the Citizens Committee, "Drive to the Right, Pass to the Left" signs have been posted on the Bridge and additional men have been assigned by the Highway Patrol for the strict en-

forcement of these and other regulations formulated by the Department of Public Works.

Members of the Safety Committee in addition to Mr. Wente are James Crafts, Firemen's Fund; J. K. Moffitt, Blake, Moffitt and Towne; S. D. Bechtel, Bechtel Corp.; Edward H. Heller, Schwabacher and Company; Henry E. North, Metropolitan Life Insurance Company; Chester Bekins, Bekins Van and Storage Company; George W. Johns, San Francisco Labor Council; and Superior Judge James Agee of Alameda County. Edward L. Turkington, San Francisco engineer and businessman, is committee secretary.

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## Luxury Streamliner "Cascade"



**Top:** ROOMETTES on Southern Pacific's new streamlined Cascade (with 16½ hour overnight run between San Francisco and Portland) feature deep foam rubber sofa-seats, private toilet and lavatory facilities, full length mirror, circulating ice water, full-length closet, individually controlled heat and air conditioning, non-glare fluorescent ceiling and reading lights. A full-length, pre-made bed is instantly at hand. Double bedrooms, bedrooms, suites, compartments and drawing rooms are also available on this new streamliner. Several of the sleeping cars will provide a through service to and from Seattle.

**Above:** "Cascade Club" on Southern Pacific's new streamlined Cascade has a dining section basically done in cool colors, with enough accents of reds and cedars to give it a great deal of sparkle and color interest. The car is a triple articulated unit, more than 200 feet long containing a room for dining and lounging that is 130 feet from end to end, one of the most spacious and comfortable dining-lounge units yet designed for rail travel.

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## Canning, New Muni R.R. Traffic Supt., Has Wealth of Experience

**D**AVID D. CANNING, Traffic Analyst for the Los Angeles Transit Lines, leaves that company to become Superintendent of Traffic of the San Francisco Municipal Railway, effective October 1, 1950.

Canning takes to the Bay Area experience from a transit background covering many years, together with a multitude of new ideas for improving and developing local transit systems. He has worked with Stanley M. Lanham, Director of Planning of the Los Angeles Transit Lines, in all of the reroutings and modernization developments which has streamlined the transit network of Los Angeles until it is recognized as one of the best surface transit systems in the nation.

The most recent re-routing development which affected six lines was put into operation to synchronize transit traffic with freeway movement and one-way traffic in the downtown area. This change which was previewed Thursday, September 7, 1940 with a ribbon-cutting ceremony done by an ice skater, included the extension of a trackless trolley line to serve a new residential apartment section, the new Television City and the famous Farmers' Market in the Hollywood vicinity.

Canning also aided in the development of a new fare zone pattern which at present is being studied by regulatory bodies and which if and when granted will result in passengers paying a fare more in keeping with distance traveled.

Canning came to Los Angeles in 1923. An Ohio school teacher who felt that the palm trees were greener in the California sunshine, and took a job as a bus driver with the Los Angeles Motor Coach Lines which was then owned by the Los Angeles Railway and Pacific Electric's Railway. The bus driver's job was first a method to earn enough money to return to Ohio, but Dave felt that rubber tired transit, then in its infancy, was going places and he has since become an authority in this particular field.

In 1937 he was appointed Assistant Manager of the old Los An-



DAVID D. CANNING, New Muni R.R. Traffic Superintendent

geles Motor Coach Lines and when the dissolution of that company became effective he cast his lot with Los Angeles Transit Lines, devoting his efforts to reroutings, service changes, rates and regulatory matters.

In addition to these duties he has on occasions acted as a private consultant on matters respecting rates, routes, service, scheduling and related matters for: Inglewood City Lines, San Pedro Transit Company, Foster Transportation, Inc., and Asbury Rapid Transit System in California, and for: Metropolitan Lines in Phoenix, Arizona, Albuquerque Bus Company, Albuquerque, New Mexico, and City Bus Lines, Oklahoma City, Oklahoma.

For several years he has been active in the Commercial Vehicle Section of the Los Angeles Safety Council. In 1946 he headed a committee to conduct research in psycho-physical testing in the selection of potential safe drivers.

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# TRENDS WITHIN THE GOLDEN GATE

Issued by THE BAY AREA COUNCIL

**THE NEXT MILLION PEOPLE**—Where will we find space in the Bay Area for the next million people? How will we provide transportation, housing and recreation for them? Careful planning is the answer, according to Telesis, a group of Bay Area architects, city planners, landscape architects and others interested in Area development. Telesis is planning its second Bay Area exhibit—"The Next Million People"—to be open to the public at the S. F. Museum of Art, September 20 for six weeks. Thereafter, the exhibit will be shown in many cities in the nine counties. The show will present the Bay Area's problems of water supply, transportation, water and air pollution, recreation needs, and will stress the need for greater and more effective regional planning than has heretofore been possible. A feature of the exhibit will be a 10x16 foot scale model of how the Bay Area can look 10 to 15 years from now with careful Area-wide planning. ("Space for Living," the Telesis-sponsored exhibit in 1940, attracted 25,000 visitors.)

**THE BAY AREA**—Delegates recently returned from the national conference of the American Society of Planning Officials in Los Angeles report emphasis throughout the meeting upon the "Area" aspects of city planning, upon the value of inter-city and county cooperation. The program of the Bay Area Council is evidence of local interest in Area-wide planning activities.

**EAST BAY COOPERATION**—An East Bay group of city and county planners has appointed a five-man committee of representatives from Richmond, San Leandro, El Cerrito, Berkeley and Oakland to draft a plan of organization for a permanent group to exchange information and solve mutual problems. The organization meeting is slated for September.

**TRI-COUNTY PLANNING**—The Tri-County Planning Council was organized in February of this year and consists of planning commission representatives from San Francisco and 17 Peninsula cities as well as San Mateo and Santa Clara Counties. Purpose of the organization is stated as education, coordination and cooperation on all planning activities, and providing the opportunity for all commissioners to work together. An advisory committee acts as an executive board and is composed of chairmen of all planning commissions. Two standing committees have been formed thus far—Street and Highway, and Air Pollution. At the second quarterly meeting in May a forum was held on off-street parking. Next quarterly meeting



FRANK E. MARSH, Gen. Mgr.  
San Francisco Bay Area Council

is in Palo Alto this week on "Air Pollution."

**SONOMA County Planning Commission** reports a start towards realigning and widening Highway 101 between Santa Rosa and Healdsburg. This is a vital link in the development of the County highway system.

**BERKELEY WATERFRONT**—Berkeley City Planning Commission and the Berkeley Waterfront Committee are well along on a plan for development of Berkeley's 5,000 acres of waterfront tidelands. Oakland, Emeryville, Albany and Richmond are being consulted in order to create a coordinated development of the entire shore between Richmond and the Bay Bridge. Tentative plans call for a multi-use project including port facilities, industry, business, housing, recreation and an airport.

**SAN MATEO TIDELANDS**—San Mateo is also planning to reclaim the now useless tidelands in order to provide room for expansion and to eliminate the air pollution menace lurking in burning rubbish piles. Possible use of reclaimed land could be for housing, restricted types of industrial development and recreational and parkway use. Problems of fill,

drainage, flood control, sewage and utilities will be studied in cooperation with the many cities, counties and federal agencies involved.

**SANTA CLARA GOVERNMENT BUILDINGS**—Biggest news from Santa Clara County Planning Commission is the adoption of the Master Plan of Government Building Sites, providing for the location of all government buildings (city, county, state and federal) on a site owned jointly by the county and the city of San Jose. Over \$1,000,000 is available at present in the County Building Fund for construction and with the purchase of additional city-owned land 44 acres in San Jose will be available for building sites.

The water problem in Santa Clara County is the subject of a special study to be distributed about October 1 by the State Division of Water Resources under contract with the Board of Supervisors and the City of San Jose.

**EAST BAY TRANSIT**—A comprehensive transportation survey has been recommended by the Oakland Planning Commission to be sponsored by an East Bay Transit Committee, composed by mayors, city managers and chairmen of county boards of supervisors.

**MARIN HIGHWAYS**—From Marin County comes news of a Streets and Highways Master

Plan covering the entire county, including the cities, indicating needed improvements and forecasting 20-year requirements. The Plan will be based upon an Economic Survey under supervision of V. B. Stanberry, Economic Analyst of the U. S. Department of California Graduate Division of City and Regional Planning, directed by Marin County Planning Commission and the County Road Commission.

**RICHMOND HOUSING**—A report on Housing and Redevelopment, a part of the Richmond Master Plan, establishes methods to be followed and indicates the immensity of Richmond's housing problem. It has been adopted and the First Redevelopment Area designated. An application for funds will be submitted to Washington. For the past eight years about one-half of the city's population has been living in temporary war housing, substandard under the city's building code and the State Housing Act, according to the Richmond City Planning Commission.

You've heard about the new railroad trackwalker who was told to keep his reports of the railroad bed condition as brief as possible. His first report: "River is where tracks were."

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## LLOYD E. GRAYBIEL

(Continued from Page 4)

take more than talk in general terms to make jobs. Graybiel cites the case of the Eastern industrialist who was attracted to California by the climate and the potential market.

One community offered him climate and the land for a plant. But another offered not only climate and plant site but also statistics and data on such problems as zoning and industrial water supply, labor supply, and skill of workers. The second community received the plant and pay roll.

The Santa Clara Conference focused attention on the necessity of detailed, careful and comprehensive staff planning by communities in the search of jobs that could support new residents. The blueprints it drew for such an operation have become the standard operating manual for similar conferences in other sections of the State.

While this brief review of Graybiel's work gives merely an indication of what he has done and is doing for the benefit of his community, it permits consideration of a more important question when the individual is considered.

He works harder than he must, sacrificing many nights away from the family fireside. He could confine himself to the legal and public relations responsibilities of his job as a bank vice-president and his direct reward probably would be as great in the end.

Then—why does he devote so much time to community work?

His answer is a two-fold one.

First, he says, it is an operating philosophy of the American Trust Company, with its 80-odd branches in Northern California and the Bay Region, that a bank must assume its share of the burden of leadership in the community.

This may be only "good business." But it definitely is recognition of a social responsibility by those who have been placed in a position of leadership by a series of circumstances.

Then there is the personal motive:

Graybiel says:

Each of us has a responsibility to do something that will make the lot of someone else better. Sometimes this takes the form of leadership, depending on background and experience, to bring into force the resources of the community."

This philosophy is one of the reasons that he is serving as chairman of the city's Charter Revision Committee, the job at the moment of direct interest to the citizens of San Francisco.

"What we hope to do," he says, "is, with the advice of city officials, department heads, city em-

ployees, and citizens, to streamline the machinery of the charter.

"The character of the changes will be based on the enacted form of government which has stood the test of court decisions."

Basically, he believes, the present charter is a good constitution for the city. But, as the books of court interpretations reveal, something that was written long ago and remained static, will not meet the demands of a living government that keeps pace with the changes of time.

## HOW THE S. F. TAX DOLLAR IS SPENT

OUT OF EVERY DOLLAR collected from property taxpayers this year, 25 cents goes for support of the San Francisco public school system. Next highest "take" is 11½ cents to the city employee's retirement fund.

One cent in the current \$6.29 tax rate represents approximately \$80,000.

A "breakdown" of the tax dollar was distributed recently by Mayor Elmer Robinson "so that the people will know how their money is being spent.

The complete division of the dollar is as follows:

Public education .....	.2485
Employees' pension.....	.1158
Public health .....	.0954
Police protection .....	.0828
Fire protection .....	.0826
Recreation and parks.....	.0530

This charter revision job is but another incident in Graybiel's career of service to his community. When it is concluded, he more than likely will accept another assignment.

When he does it will be merely his way of trying "to do something that will make the lot of someone else better."

It is such individuals, spurred by such a philosophy of moral and social responsibility, that will guarantee the future of San Francisco and the State.

Public welfare (pensions to aged blind and widows, aid to children, relief to unemployed) .....	.0519
Public works .....	.0432
Public debt (bond interest and redemption) .....	.0409
San Francisco Airport.....	.0302
Municipal Railway .....	.0190
Libraries .....	.0165
Lighting streets and public buildings .....	.0164
Juvenile Court and Youth Guidance Center .....	.0150
Publicity and advertising....	.0041
Purchase of California Street Cable Railway.....	.0027
All other essential government services .....	.0820

Total .....	\$1.00
The sum of \$150,000 was budgeted this year to purchase the California Street Cable Railway. However, negotiations between the city and the company collapsed several weeks ago.	

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**WHIT HENRY**

(Continued from page 2)

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\* \* \*

**ALL SAN FRANCISCANS** and all their visitors should stop in front of the real estate office of the Buckbee-Thorne Co. at 151 Sutter St., and admire the four large photographs in the window. They are scenes of the city that are well worth more than just a passing glance.

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Physically Handicapped Week. This is an annual event so designated by an Act of Congress and proclaimed by President Truman, Governor Warren, and locally by Mayor Robinson after a resolution by the Board of Supervisors. Those interested in the success of the week stress the fact that handicapped people have ability and abilities that in many cases, far outstrip their disabilities and make them exceedingly valuable employees.

\* \* \*

**LIKE EVERYBODY ELSE** I hate to read about the rising cost of living and I also hate to read of petitions by monopolies to raise their rates. Here is a suggestion for the telephone company to gain some additional revenue from advertisers on either a local or nation-wide scale. Instead of having HEMlock, LOMBard, or MARKET exchanges, why not use SCHenley, RAINier, or CAMEl prefixes. This idea may not be practical, but on the other hand it may have merit. It is a result of my thinking thoughts.

\* \* \*

**ONCE AGAIN** it will be Barber Shop Harmony Time in Berkeley, on the evening of October 21 in the new Berkeley High School Auditorium. At that time the winner of the Far Western District, comprising California, Arizona, Nevada, Utah and Hawaii will be proclaimed. Tickets for this outstanding musical treat can be purchased at Sherman, Clay and Company. Early indications are that the house will be entirely sold out so if you are planning on going it is advisable to get your tickets early.

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office of "Permanent Third Assistant Temporary Vice Chairman." From this modest beginning, the organization spread like a prairie fire from the Oklahoma cradle to the extremities of the country. Addicts of close harmony renewed and extended their love for this art. Today there are over 600 chapters and the membership mark is nearly 40,000.

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# CITY-COUNTY RECORD

Vol. 17 — No. 11  
NOVEMBER, 1950

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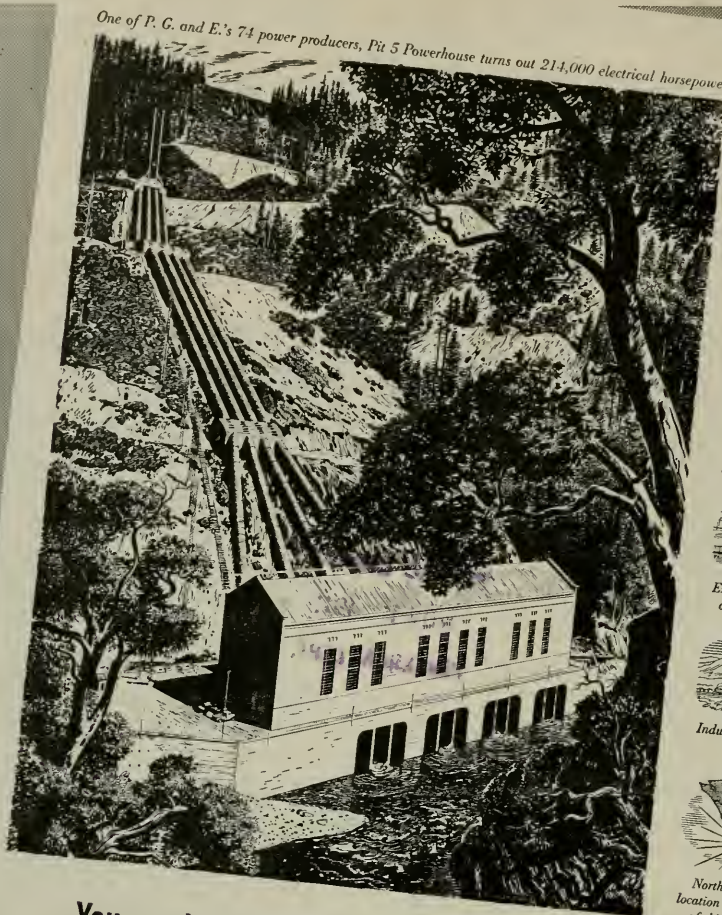
THE MAGAZINE OF GOOD GOVERNMENT



**RICHARD J. DOLWIG, Attorney-at-Law**  
**Assemblyman 27th District, San Mateo County**

(See story page 5)

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## FORD TO MODERNIZE RICHMOND PLANT

Ford Motor Co. is planning to spend \$1,000,000 on a long-range modernization of its Richmond assembly plant.

W. A. Abbott, plant manager, states that the plans call for work to start in January provided materials are available and war conditions do not hamper the work.

Blueprints now being prepared all for an increase of the plant's capacity from 350 units to between 80 and 500 units a day.

## Mission Parking Survey Is Asked

The Parking Authority wants to know if it's practical to put a 0,000 square-foot parking lot in the Mission District.

It asked the City Bureau of Engineering to survey property on the west side of Bartlett St. between 21st and 22nd Sts., where some old houses would have to be razed. The Mission Merchants Association is anxious to find some place for shoppers to park.

After the property was cleared it probably would be leased to private operators and would have about the same amount of space as the underground garage site designated for St. Mary's Park. The Parking Authority approved the underground garage to accom-

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modate about 1000 automobiles, for the No. 1 site in the development of off-street parking.

Money for both projects, if approved by the supervisors, would come from part of the five million dollar off-street parking bond issue approved by the voters in 1947.

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"WE'LL CALL A SPADE, A SPADE"

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NOVEMBER, 1950

## Around and About

By WHIT HENRY

**I** WISH TO QUOTE from a local columnist the following, which appeared a short while ago in one of the local daily papers; "Is there a 'Susan B. Anthony' somewhere among our male ranks? . . . Our overdressed men have suffered on some of these warm nights. . . . There were ladies present, ladies cool and comfortable, unencumbered in their strapless evening gowns and plunging necklines. . . . Maybe we males need plunging shirt-fronts."

I have long maintained that the necktie worn by man is an anachronism.

Permit me to quote from this column, a paragraph that appeared in our November, 1949 edition. "This column is desirous of forming an organization that will be a boon to civilization, and should earn the gratitude of all thinking men of the nation. This organization, to be known as SPEMAA, is based on the fact that the neckties worn by men are as useless as were whalebone corsets that women of an earlier generation thought were indispensable. SPEMAA stands for the Society for the Permanent Exposure of the Male Adam's Apple."

**S**AN FRANCISCO can well be proud of her athletic sons and

one of her sons is proud of his sons. I refer to Thomas Hechim of the Bethlehem Steel Co. who is

(Continued on page 29)

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# DON'T PAY SOMEBODY ELSE'S TAXES

Vote "NO" on PROPOSITION No. 1

Proposition No. 1 would remove all personal property from taxation in California — but it makes no attempt to reduce government costs accordingly.

The tax loss — some 200 million dollars a year — would have to be made up from other tax sources.

Most likely sources would be **sharply increased taxes on homeowners, increased sales taxes**, or both!

The bulk of personal property taxes is paid by a special class of business concerns who own little or no real estate, but have large investments in inventories, parts and equipment.

Proposition No. 1 is an attempt on the part of a few to shift their rightful share of the cost of government to the general public!

VOTE

# NO

On PROPOSITION No. 1

*General Election November 7, 1950*

CALIFORNIA COMMITTEE AGAINST PROPOSITION NO. 1

De Young Bldg., San Francisco



# RICHARD J. DOLWIG

## Assemblyman 27th California District

### San Mateo County

By WILLIAM FLYNN  
Special Writer — The Record

**R**ICHARD J. DOLWIG, San Mateo County's Assemblyman in the Legislature of California, is one of those rare political individuals who does not assert that he holds such an office merely because he "wishes to serve the people."

He does. But, with almost disarming candor, the tall, neatly pressed and burnished young politician, admits that he also uses the publicity resulting from his participation in legislative activity to build up his law practice. Moreover, he indicates, he is convinced firmly that Sacramento could be but a stop on the way to Washington and the national Congress.

But he also realizes that he must produce something in the way of benefits for the people of his district and the citizens of California if he is going to receive the right and favorable kind of publicity that will pull clients into his South San Francisco law office; and further the career of a potential Congressman.

#### REFRESHING ATTITUDE

All in all, Dolwig, may or may not be the type who is inspired by the inconsequential but he certainly is an individual who believes in the Golden Rule. And this is something refreshing in state politics.

He is neither jaded nor cynical. He is ambitious. He works hard. He has the possible revolutionary idea that the taxpayer should get something for his money. And he is willing to admit that sometimes he is not as smart as he thought he was; that there is much to be learned as one grows older.

#### SAN MATEO COUNTY

Officially Dolwig is the representative from the Twenty-seventh District in the State Assembly. He is a registered Republican. He has served two terms with distinction and at the June primaries won both party nominations for a third term. The vote November 7 is merely the formality that will return him to office for another two years.

He was born in Dickinson, North Dakota, on April 29, 1908. He attended a number of schools and universities, including St. Thomas

Military Academy, Ohio State University, and Stanford University. He graduated with a Bachelor of Arts degree and a degree in Law. He served as a captain in the Transportation Corps of the Army from 1942 to 1946 and then returned to South San Francisco to resume the practice of law—and take up politics.

He is the Senior partner in the firm of Dolwig, Gaudio and Davis. He is a member of the Commonwealth Club, Sigma Alpha Epsilon, Phi Alpha Delta, the Elks, the Eagles, the Lions and is listed in Who's Who on the Pacific Coast.

He is married to the former Elizabeth Brisbois and the couple are the parents of two children, Richard J. Jr., six; and Tamar Elaine, four. The family lives at 130 Knoll Circle in South San Francisco.

#### PRECOCIOUS YOUNGSTER

Dolwig was a precocious youngster. At 15 he matriculated at his first university and then changed schools several times. He explains this course of action by saying he was of the firm opinion that after he had attended an institution of learning for two years, the school had nothing more to offer him.

When he was graduated from Stanford, he had teachers' credentials and taught for a year before starting law school. When he finished that, he decided that he needed some first hand knowledge concerning the theory of business. He studied for a year at the Stanford Graduate School of Business, thus becoming a triple threat in the game of life.

The war came along and he was commissioned and assigned to staff work in the Transportation Corps at Ft. Mason with two results.

He and several other individuals decided that when they were out of uniform they would become active in politics and make sure that the conduct of government was more to their liking. He also became interested in the problems of recreation, being exposed to the work from contact with problems concerning soldiers on leave with nothing much more to interest them than the proverbial wine, women and song. He also was faced with the problems to keep the men happy in the service rather than nervous during their off duty hours at the training stations.

#### COULD DO LITTLE

As long as Dolwig was wearing his captain's bars there was little he could do about changing the nature of political government. But he was instrumental in establishing a military recreation program that produced results. One of the most striking symbols of success was the downward curve of the graph depicting the rate of venereal disease among members of the Armed Forces. He decided that if the opportunity ever afforded when he was back in tweeds, he would use the same principles in civilian life as a weapon against juvenile delinquency.

Circumstances broke "right" for him when he was placed on inactive duty and returned to South San Francisco to re-establish his law practice and wait for a politi-



RICHARD J. DOLWIG  
Assemblyman 27th District

cal chance to materialize. It was not long in coming.

Harrison Call, the colorful San Mateo county assemblyman and veteran member of the legislature, decided to move up the ladder and sought the office of attorney general. Dolwig set out to succeed him and was successful. Call fell off the ladder and didn't even show in the race and that ended his official political career.

Dolwig's first session in Sacramento presented him with another opportunity. The speaker that year was Sam Collins from Southern California, elected by members of the assembly after something that might be termed "considerable argument." Dolwig voted against his confirmation for the office.

At the time the negative vote was not too "smart"—the factors (Continued on next page)



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# ON HIS RECORD!

*Elect*

**EDMUND G. (PAT)**

# BROWN

**ATTORNEY GENERAL**

**Election Tuesday, November 7, 1950**



## ASSEMBLYMAN RICHARD J. DOLWIG

(Continued from Page 5)

of politics being considered. But in the long run it was one of the smartest things he could have done.

The Speaker of the Assembly is probably the second most powerful man in the state political picture. He has the authority to name the members of committees which first consider proposed legislation. The individuals who control the committees ostensibly control the work of the legislature.

### COLLINS CHARGED

Collins was charged with sponsoring legislation beneficial to the gambling industry. There was much hue and cry about the charges and a legislative investigation was ordered. Dolwig had made a few friends in the legislature, had voted against the Collins candidacy for the speakership, and was named chairman of the investigative committee.

He hired a former special agent for the Federal Bureau of Investigation to run down the charges and separate fact from fiction and rumor. When the task was concluded, the committee considered the evidence and reached the conclusion that Collins had not been a tool—willing or otherwise—of the gambling interests but merely the victim of some unrelated incidents that, at first glance, could be added to make a fine case of cir-

cumstantial but non-conclusive evidence for the prosecution. The net result of the investigation was that Collins was cleared and the spot light of public attention was focused on the young Assemblyman from San Mateo County.

In the meantime, Dolwig was attempting to put into effect some of his theories concerning recreation and the value of such an activity to the civilian population. He sought to have the state sponsor such a program, aiding the cities and counties unable to finance such programs on a grant basis. He will succeed completely in time and is making considerable progress, marked by the establishment of a State Recreation Commission.

### LUCKY STEP

He next, through luck or foresight, tied onto another popular subject, one which could not help but win him considerable public attention and votes in his home community. He had brought about the establishment of a committee to investigate the problems of tidelands reclamation. From there he stepped into the controversy concerning another Bay Bridge.

While the State Toll Bridge Authority wished to build a carbon copy of the existing San Francisco-Oakland Bay Bridge, Dolwig sided with those who favored a "south-

ern crossing" that would be much more beneficial to the needs of Southern Alameda County and the San Francisco Peninsula as well as San Francisco.

### SPIKED PLANS

He spiked the plans of the Toll Bridge Authority to spend almost a million dollars of the taxpayers money on engineering studies for the "carbon copy" bridge. This caused the controversy to be extended to the point where there are no plans at all for construction of another bridge but the Southern Crossing idea is liable to leap into public notice any moment.

After two sessions in the legislature, beginning the task with considerable idealism and a number of pre-conceived notions concerning the conduct and manipulation of government, Dolwig has matured into an individual who is rendering effective service without benefit of too many cliches.

Dolwig is frank enough to admit that sometimes he was wrong in his estimation of just how the business of the legislature should be conducted. When he first went to Sacramento, he says, he and a number of "beginners" were determined that the legislature was a creaking old machine that needed to be "streamlined and modernized," whatever those words mean.

But after helping operate the machine and repair it, he has decided that there generally is a good reason for the procedure that the legislature must follow, for

the methods by which the state law-making groups accomplishes its work.

All the rules and procedures, developed during the years and tested by time, are designed to protect the fundamental Democratic rights of the people and to prevent one single individual or group from gaining too much power. For that reason, he argues now, the changes that some propose should be made only far in the future, if at all.

### ADVISES CHANGE

One change that should be made, however, is the re-establishment of the legislature on a two year meeting basis, he says. Several years ago the state constitution was amended to provide that the legislature meet every year to consider the state budget and every other year the general legislative session will be held.

Dolwig now believes that the annual budget session should be eliminated. Experience has proved, he concludes, that the budget program turns into a general session and might just as well be conducted on a 24-month basis.

"And I favored the annual session when I first went to Sacramento," he says. "But now I don't think it is the most efficient method."

When it comes time for him to vote on proposals before the legislature, he generally considers each

(Continued on page 30)



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GENERAL ELECTION, NOVEMBER 7, 1950

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**CALIFORNIANS AGAINST THE GAMBLING COMBINE - DE YOUNG BLDG. - SAN FRANCISCO**

## SAN FRANCISCO'S NORTH POINT SEWAGE TREATMENT PLANT



View showing rapid progress towards completion of San Francisco's new \$8,289,525 North Point Sewage Treatment Plant, under construction by M & K Corporation, Stolte, Fred J. Early Co., Inc., and Maas and Roths-

child, Joint Venturers. Work on plant started officially on January 17 last and completion is expected next summer.



Photos taken for RECORD show views of Sedimentation Plant. (Top) View looking northwest; above) View of plant looking west.

## PROGRESS

San Francisco Taking Rapid Strides Towards Solving Sewage Disposal Problems

By RALPH G. WADSWORTH, City Engineer  
City and County of San Francisco

**T**HE NORTH POINT SEWAGE TREATMENT PLANT now under construction by the City and County of San Francisco at Bay and Kearny Streets will treat the sewage now flowing without treatment into the bay at the bulkhead line between Piers 37 and 39. This plant is a major unit in the City's program to eliminate the dumping of raw sewage anywhere along its shore line. Other communities in the Bay Region are also taking steps to clear up the pollution of the bay waters in accordance with accepted health standards. These programs will permit the development of safe recreational areas for bathing and boating, for use of waters for industrial purposes and for general improvement of the waterfront.

The basic features of the program being followed by San Francisco were laid down in a report by a Board of Consulting Sanitary Engineers presented to the Director of Public Works in May, 1935. This report recommended construction of three treatment plants and connecting

sewers for (1) the Richmond and Sunset Districts; (2) the North Point District; and (3) the Southeast District.

The Richmond-Sunset Sewage Treatment Plant and connecting sewers were constructed in 1938. The plant was enlarged and improved in the period 1948-1950 so that its operation now prevents pollution of the ocean beach and the beaches on Golden Gate Strait west of Fort Point. The required



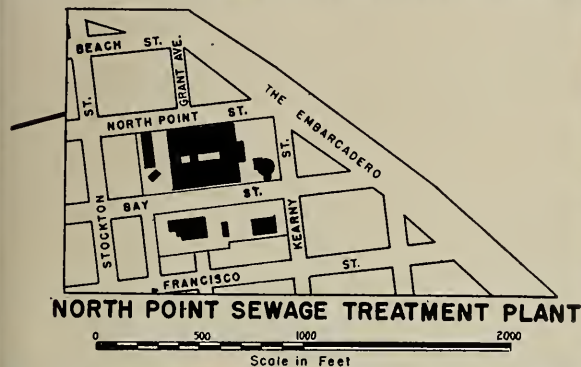
plants for the North Point District and the Southeast District have been under construction for some time and will be completed next year. Plans are now being made for the connecting sewers in these districts so that all sewage will be diverted to the plants. All construction work should be completed by 1954. The total program involves an estimated expenditure of approximately \$30,000,000 including proceeds of the 1933, 1944 and 1948 Bond issues and funds allocated to San Francisco by the State of California under the Construction and Employment Act of 1946.

The treatment of sewage at the North Point Sewage Treatment Plant will primarily affect the North shore of the City easterly

cess employed at this plant will produce a dried material for sale as a fertilizer base or soil conditioner.

The North Point Plant occupies an area of 8 acres located on both sides of Bay Street running westerly from Kearny Street and the Embarcadero. There are eleven reinforced concrete structures, those north of Bay Street being on piles. The contract called for the driving of approximately 68,000 lineal feet of poured-in-place concrete piles 38,000 cubic yards of concrete and 3,500 tons of reinforcing steel. It was necessary to excavate over 75,000 cubic yards of earth and rock.

The mechanical and electrical equipment including piping, conduits, metering and control units



Plan shows location of North Point Sewage Treatment Plant in relation to Embarcadero. Plans for this plant were prepared in the Bureau of Engineering, San Francisco Department of Public Works, with the advice of Clyde C. Kennedy, Consulting Sanitary Engineer and the assistance of Ambrose and Spencer, Consulting Architects and Harold B. Hammill, Consulting Structural Engineer.

from Fort Point, including the Marina and Aquatic Park, and the waterfront along the Embarcadero as far south as the Mission rock terminal. When completed in 1951 sewage from an area of approximately 10,000 acres lying east of a line connecting Twin Peaks with the easterly boundary of the Presidio and in general north of Islais Creek will be treated at this plant. The average design flow will be 65 million gallons per day with a maximum rate of 150 million gallons per day during light rains.

The treatment process consists essentially of removing floating material, sand and settleable suspended solids and the chlorination of the treated sewage before discharge to the bay. The final outflow will pass through four outlet pipes at the ends of Piers 33 and 35 at a depth well below the surface of the water at low tide. The sand and the screenings will be hauled away and dumped. The settlement solids mixed with water will be pumped through a 10-inch pipe line six miles long to the Sludge Treatment Plant which will be located south of Islais Creek on Jerrold Avenue. The pro-

cess will cost approximately \$2,500,000. A complete ventilation and odor control system will be installed to prevent any odor nuisance in the vicinity. The buildings are of modern design planned to harmonize with the surroundings and the grounds will be landscaped to give a pleasing appearance to the many motorists who will pass by it when Bay Street is re-opened to traffic.

A general contract for construction (Continued on page 22)

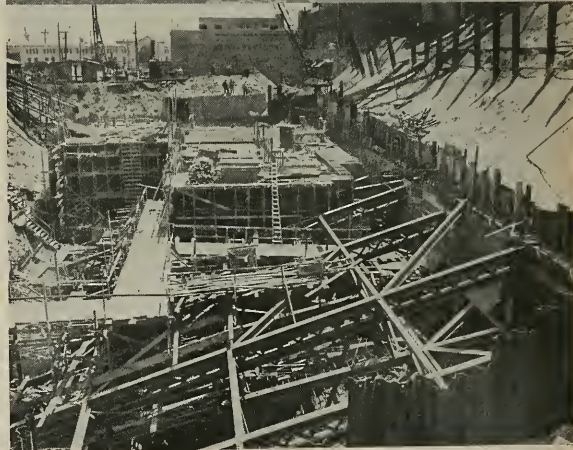
## CHARLES F. GILMORE

TAX AND MANAGEMENT  
CONSULTANT

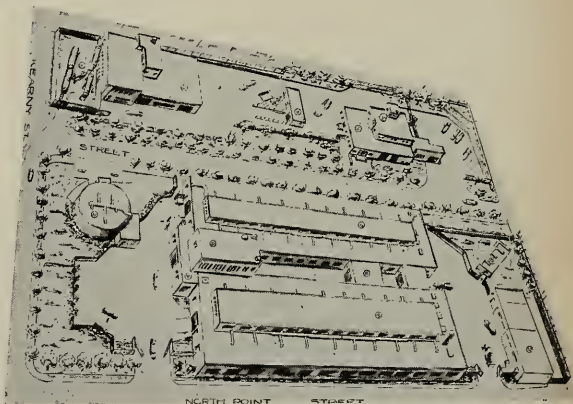


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San Francisco 8, Calif.

Phone Yukon 2-2255



Top: Post Chlorination Building and Wall. (Above): Progress view of Administration and Pump Station Building looking easterly, showing heavy steel shoring of the deep excavation.



Location with key to building nomenclature: 1—Chlorine Storage Yard. 2—Pre-treatment & Grit Removal Bldg. 3—Grit Tanks (Underground). 4—Gate House. 5—Administration Bldg. & Sewage Lift Station. 6—Receiving Structure. 7a—Pre-Aeration & Sedimentation Bldg. No. 1 7b—Pre-Aeration & Sedimentation Bldg. No. 2. 8—Grease & Scum Bldg. 9—Sludge Control Bldg. 10—Sludge Control Bldg. Annex. 11—Post Chlorination. 12—Garage & Emergency Repair Shop.

# Vote YES on "A"

## (WAGE ADJUSTMENT FOR FIREMEN AND POLICEMEN)



BENJAMIN H. SWIG

**MR. BENJAMIN H. SWIG** of the Fairmont and St. Francis Hotels Urges a YES vote on PROPOSITION "A" (Wage Adjustment for Firemen and Policemen) for the following reasons:

1. Proposition A is a compromise arrived at by conferences with representatives of both departments and representatives of the Municipal Conference Committee of the Chamber of Commerce as well as representatives of labor, veteran and other large tax-paying groups.

2. When approved Proposition A will not become effective until July 1, 1951, and all of us recognize the fact that cost of living is and has been on the increase for the past few months and indications are that it will continue to increase between now and July 1, 1951.

3. Proposition A when approved will only provide the members of the San Francisco Fire and Police Departments with comparable salaries to that enjoyed by members of the Los Angeles Fire and Police Departments for more than two and one-half years.

4. The citizens of San Francisco have for a great many years been fortunate in the service rendered by these two splendid departments. Their outstanding service to the public is recognized throughout our state and nationally. We, including myself, who receive the benefit of this fine work now have an opportunity to show our appreciation by voting YES on PROPOSITION "A".

5. San Francisco might well find itself the target of an enemy attack, in which case all our defensive and protective preparations would be put to the ultimate test and our Fire and Police Departments are the first line of defense and at the present time are engaged in extensive training for defense of A or any other type of bomb.

"As one of San Francisco's largest individual taxpayers, it is my pleasure to approve of this compromise amendment and respectfully suggest to my fellow San Franciscans that they join me in voting YES on PROPOSITION "A".

## CITIZENS COMMITTEE FOR PROPOSITION "A"

Election Tuesday, November 7, 1950. BE SURE AND VOTE!



# EFFICIENT!

Popularity of Russell L. Wolden, San Francisco's Assessor, Bespeaks High Public Confidence

IN HIS SPECIALIZED FIELD, San Francisco's Assessor Russell Wolden stands out.

Wolden could be as unpopular as the income tax collector or the "revenue" in the deep South. The fact that he is popular bespeaks the highest public confidence in a man, who in the performance of his job, costs you money.

Wolden has approximately 400,000 critics, or bosses—those who pay taxes, in one form or another, for the support of city government. He is answerable to them for the conduct of his office every four years at election time.

But the outsiders in politics, who aspire to be "in," leave Wolden strictly alone. It doesn't add to the political stature of any would-be office holder to get a sound licking at the polls. The last time "Russ" had a contest for his office was in 1939. He swamped in a field of three opponents while receiving the highest vote ever cast in San Francisco's political history.

### ELECTION YEARS

So, in the election years of 1942, 1946 and again this year Wolden's is the only name submitted to the people of San Francisco for election to the important office of Assessor. The voters evidently prefer it that way.

But Wolden doesn't consider that the electorate has given him a permanent lien on his job. His success formula is a simple one.

"We have sworn to do our duty to the best of our ability," he says. "That means with all the efficiency that we can command, applied in such a way as to give fair treatment to the public without regard to the political fortunes of any group or individual.

"I have a staff of workers devoted to giving the people the kind

of service that they are entitled to get from their representatives in government."

### ASSESSOR'S STAFF

The staff—executives, stenographers and clerks—credits Wolden with the type of leadership that brings out the best in them. Their acts reflect credit to themselves and to the "boss" and they strive to give just a bit more than is required in doing their work. There are no clockwatchers in the Assessor's office.

Wolden's job is to determine the value of your house and lot, merchandise in warehouses and the worth of your set of over-stuffed furniture. The assessed value of all these items is totalled, applied to a formula which has financial requirements of government as the base, and out comes the amount of the fiscal tax rate.

If he raises or lowers the individual assessments, the property owner can pay more or less. The powers of his office have established Wolden in the minds of many people as the most important official at City Hall, not excluding the mayor.

The 1950-51 assessment roll reached a total of \$1,559,913,901, an increase of \$48,954,608. Before deducting exemptions granted by the State Constitution, the roll showed that land values increased



RUSSELL L. WOLDEN, Assessor  
City and County of San Francisco

\$118,528 to \$350,080,400. The assessed value of buildings increased \$25,497,365 to \$533,283,370.

Although the appraisal divisions of the Assessor's office are understaffed, Wolden has continued valuation studies throughout the city in order to maintain fair and equalized assessments.

### PAY TAXES

More than 170,000 San Franciscans pay taxes on real property. But as an example of their confidence in the Assessor, only 21 this year filled protests with the Board of Supervisors over valuations fixed by Wolden. The Supervisors upheld the Assessor's findings in each case.

Wolden was among the first County Assessors in the Nation to install modern techniques in the complicated process of fixing values. His office has long been considered a model by other officials. He has gained a reputation for efficiency, fairness and integrity which is recognized locally and throughout the State and the Nation.

For many years, Wolden has served as a member of the executive board of the National Association of Assessing Officers. In 1949, he was president of the State Association of County Assessors. Currently, he is leading a fight against passage of Proposition No. 1 on the State election ballot which would repeal the tax on personal property. Wolden knows that

the bill would not bring tax relief, but more taxes to all citizens, because funds must be obtained to meet the cost of State and local governments.

Many honors have come to Russell Wolden as a San Francisco official. A few years ago, the San Francisco clothing industry presented him with a trophy in appreciation of his efforts in encouraging the development of Apparel City. Last year, the newspaper reporter covering the City Hall awarded him their "Oscar" for wisdom in government. He gives time and effort to many civic endeavors.

When the election year for San Francisco's mayor rolls around, there are many people who believe that the one best qualified to hold that high position is the man that now sits in the Assessor's chair. But, at least for the present, Wolden believes he can do his best work for the people of San Francisco as their Assessor.

OFFICIAL SUMMARY OF 1950-51 ASSESSMENT ROLL AND COMPARISON WITH 1949-50 ASSESSMENT ROLL			
	Fiscal Year 1950-51	Fiscal Year 1949-50	
Land .....	\$ 350,080,400	\$ 349,961,572	
Improvements .....	533,283,370	507,786,005	
Tangible Personal Property .....	223,818,231	235,225,081	
Sub-total .....	\$1,407,182,001	\$1,092,972,958	
Less: Veterans', Welfare and Church Exemptions .....	45,449,600	42,142,642	
	\$1,061,832,401	\$1,050,830,316	
Solvent Credits .....	496,181,500	458,128,977	
GRAND TOTAL .....	\$1,557,913,901	\$1,508,959,283	

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**MALONEY**

Endorsed  
by  
Labor  
and  
Business



Endorsed  
by  
Democrats  
and  
Republicans

Assemblyman 20th District  
Election Tuesday, November 7, 1950  
**BE SURE AND VOTE!**



PULL OVER AND SIGN UP, Supervisor George Christopher tells Officer Ernest D. Hopper of Southern Station, as Mr. Christopher, head of Community Chest solicitation of public employees, takes to the streets to sign up volunteer solicitors for the \$3,300,000 campaign. As Public Employees Division chairman, the supervisor is in charge of teams being recruited to contact Federal, State and Municipal workers. Included in the division are Government offices, the Police and Fire Department, schools, Army, Navy, Marines and Coast Guard. The unified campaign supports 70 Community Chest agencies.

There is no substitute for **EXPERIENCE!**

*Retain*

JAMES J.

**McGRATH**

INCUMBENT

**SHERIFF**

San Mateo County

Election Tuesday, November 7, 1950

**Stephen P. Erlach, M.D.**

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San Francisco Sun Mateo

## EBMUD PLACES LAST SEWER PIPE SECTION

THE PASSING of another milestone in construction of the East Bay Sewage Disposal System was observed recently as East Bay Municipal Utility District officials gathered to witness the placing of the last pipe section in the underwater portion of the outfall.

Designed to carry the processed effluent from the Treatment Plant located near the easterly approach of the Bay Bridge to a point one mile out in the deep waters of San Francisco Bay, the outfall extends for two miles along the old Key Route Mole. The underwater portion terminates in a three hundred foot tapered diffuser section which will disperse the effluent in the swift currents of a forty foot deep channel east of Yerba Buena Island.

The disposal system, under construction by Special District No. 1 of the E.B.M.U.D., will serve the six Alameda County cities of Oakland, Berkeley, Alameda, Albany, Emeryville and Piedmont by means of interceptors which will direct the flow of sewage from these communities to the Treatment Plant. Here the sewage will be chlorinated, screened and passed through sedimentation and digestion tanks before passing into the outfall extending into the Bay waters.

Construction work on the \$23,-500,000 Sewage Disposal Project is now approximately 60 per cent complete, according to E.B.M.U.D. Director Thomas S. Neilson, and it is anticipated that the system will be put into operation by mid-summer of 1951.

## COLONEL DUNN HEADS CALIFORNIA MILITARY DISTRICT

COLONEL SIDNEY F. DUNN has been named chief of the California Military District, following retirement of Brigadier General William L. Roberts, it was announced at Sixth Army Headquarters.

Colonel Dunn will be located at Fort MacArthur, California, and Colonel William Lafrenz will act as deputy chief at the Headquarters of the California Military District, at the Presidio of San Francisco.

A veteran of 36 years of Army service, during World War II Colonel Dunn served with the First, Third and Ninth Armies in Europe. He holds a Bachelor of Science degree from the Georgia School of Technology and is a graduate of

the Army's Command and General Staff School and the Field Artillery School. He was assigned to Fort MacArthur in August as inspector general representing Sixth Army Headquarters.

## POSTAL BUSINESS DROPS

According to Postmaster John F. Fixa the local postage receipts for September, 1950 totaled \$2,-062,703.84, a drop of 3.2 per cent from the sales of September, 1949.

Comparative figures follow:

### STAMP SALES

September, 1950 .....	\$2,062,703.84
September 1949 .....	2,131,430.50
a decrease of .....	\$58,327.80
(down 3.2 per cent)	

### LETTER CANCELLATIONS

September, 1950 .....	33,651,700
September, 1949 .....	32,184,900
An increase of .....	1,466,800
letters (up 4.5 per cent)	

### LOCAL PARCELS DISPATCHED

September, 1950 .....	913,429
September, 1949 .....	980,912
a decrease of .....	67,483
parcels (down 6.8 per cent)	

Postmaster Fixa added that the Air Mail dispatched in September, 1950 showed a 38 per cent increase over the same period a year ago. During September 1950 there were 797,289 pounds of air mail dispatched as compared with 579,349 pounds dispatched in September of 1949.

## ROADWAY PROJECT BEGUN IN OAKLAND

A \$465,000 improvement project on Fourteenth Avenue, between East Fourteenth and East Thirtieth Streets, has been announced under way by Oakland City Engineer Charles A. Reed.

Construction calls for two 32-foot roadways separated by a center strip, with channelizing islands at the intersections of Foothill Boulevard, East Seventeenth and East Eighteenth Streets.

## DR. SLAVICH EX-OAKLAND MAYOR, DIES

Dr. John F. Slavich, 69, Mayor of Oakland from 1941 to 1945 and a member of the City Council for 16 years, died last month.

A native of Portland, Ore., and a graduate of the University of California in 1904, Dr. Slavich served in World War I as a captain in the medical corps.

He had for many years been active in the American Legion and was State commander of the group in 1926-27.

In 1926 he was named Oakland city physician and in 1931 was elected to his first term as a member of the City Council.

Dr. Slavich was a past State deputy of the Knights of Columbus and a member of the Oakland Elks and Moose Lodges, the Alameda County Medical Association and the Alameda County Insanity Panel.

He is survived by his wife, Rae, of 412 Bellevue avenue, Oakland, and six sisters, Stella D. Barton, Eva C. Abbott, Adrienne H. Somerville, Margaret E. Slavich and Mrs. Peter J. Starasinic, all of Oakland.

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SAN LEANDRO

HIGATE 4-9982

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## MAYOR ROBINSON PRAISES McMANUS, MUNI WINNER "MAN OF THE MONTH" CONTEST

A 33-YEAR OLD BUS DRIVER, Francis F. McManus, 1092 Noe Street, was announced as the winner of the "Muni Man of the Month" award. Mr. McManus received his \$50 prize in Mayor Robinson's office October 10, and got his first taste of how it feels to be a celebrity. He will remain in the limelight for some time as his photograph will appear on transit cards in over a thousand Municipal Railway cars and coaches for the next month.

Mr. McManus drives a trolley coach on the No. 33-Ashbury line and has been employed by the Railway for nine years. He has a wife, Nora, and two daughters: Jeanne, 4, and Patricia, 1. A veteran of World War II, he spent four years with the Army, serving in the European theater.

The award was given to Mr. McManus on the basis of his pleasant

finalists were: Roderick E. Betts, 1704 Eddy Street, No. 2 line; Bernard B. Blessing, 173 Valencia Street, No. 19 line; Henry L. Cologne, 249 Oxford Street, No. 25 line; John P. Deasy, 36 Sheridan Street, loader; Lilburn B. Delaney, 2821 Pine Street, No. 5 line; Frank E. Herald, 359-10th Avenue, No. 14 line; Lawrence J. Kosar, 820 O'Farrell Street, No. 5 line; Nick P. Revello, 2792-24th Street, No. 47 line; Joseph P. Sullivan, 536-40th Avenue, loader; Abraham J. Sussman, 835-30th Avenue, "F" line; and Paul D. Tufo, 2536-16th Avenue, No. 24 line.

"We want to encourage men like these," Mayor Robinson concluded. "A good transit operator reflects credit on the whole City. He is one of the closest contacts we have with the tourists trade, and men such as these are invaluable in creating good will."

### MAYOR ROBINSON SAYS:

"The City is grateful to these men for the service they are rendering both to our local citizens and to visitors. They are 'top salesmen' of San Francisco.

We want to encourage men like these. A good transit operator reflects credit on the whole city. He is one of the closest contacts we have with the tourist trade, and such men are invaluable in creating goodwill."

manner with all passengers, courtesy in "observing the rules of the road," special consideration for both aged and youngsters, and his patience in answering questions and giving directions. He was also noted for his practice of calling a cheerful "Good morning" to his customers.

A total of 1,144 commendations were received during the month of September, according to Utilities Manager J. H. Turner. "We certainly appreciate the way the public has responded to this courtesy campaign," he added. "There has been a noticeable improvement in our personnel since the letters started coming in. A little encouragement makes the men try harder than ever to do a good job."

Judges who selected the prize-winning letter were Mayor Elmer E. Robinson; Claire V. Goodwin, President of the San Francisco chapter of the National Safety Council; and E. B. Sorensen, of Fielder, Sorensen & Davis, transit advertising firm.

The final selection was narrowed down to 12 men. "These men all deserve an 'honorable mention at least," said Mayor Robinson, who served as chairman of the award committee. "The City is grateful to them for the service they are rendering both to our local citizens and to visitors. They are the 'top salesmen of San Francisco."

In addition to Mr. McManus, the

## FHA Head Here to Retire November 1st

D. C. McGinness, district director of the San Francisco office of the Federal Housing Administration, will retire November 1.

His successor is to be Richard W. Briggs, the present assistant director.

McGinness, a San Francisco resident since 1915, lives at 3220 Baker Street.

## McDuffie Heads League to Save The Redwoods

Duncan McDuffie, Berkeley real estate man, has been elected president of the Save-the-Redwoods League, a national organization devoted to preserving California's redwood forests.

Dr. Ralph W. Chaney, William E. Colby, Arthur E. Connick, Norman B. Livermore, Walter A. Starr and Frank W. Wentworth have been elected members of the board of directors.

The league, with 15,000 members, is beginning a fall membership drive to expand its conservation activities. A contribution of

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\$1 or more entitles the sender to a donor membership.

Contributions may be sent to the league treasurer, Dr. Robert Gordon Sproul, 250 Administration Building, University of California, Berkeley.

## High Court's Chief Deputy Clerk Retires

I. M. Robinson, known to hundreds of attorneys and court clerks as "Johnny," is retiring as chief deputy clerk of the State Supreme Court.

For 29 years he has been a member of the court staff, but has now reached the compulsory retirement age of 70.

Johnson has had 35 years of State service. He was with the Bureau of Mining before becoming a court clerk.

His home is at 616 Miramar avenue.

Succeeding him as chief deputy will be Harry M. Gardiser, who has been senior deputy in the office. Gardiser is a former deputy commissioner of corporations and a former deputy clerk for the District Court of Appeal here.



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**Firemen Planning Yule Decorations**

Christmas may be two months away, but it's a lot closer than that for the 2500 firemen attached to San Francisco's 55 firehouses. Some of them have already begun planning the annual Yule firehouse decorations that have become as much a sign of Noel in the Golden Gate area as holly and Santa Claus' whiskers.

They can't begin actual work on the decorations until December 1, and the contest winners won't be known until two days before Christmas, but the green light has been flashed on the planning phase of the firehouse competition.

**"GOT TO DO BETTER"**

Contestants got the work "go" at a citywide meeting recently, and brought back the message to their individual firehouses: "We've got to do better than ever this year. The chief is arranging for every kid in town to see what we do."

Some of the smoke eaters already have some pretty definite ideas about their station decorations, but they're not talking except in the safe precincts of the firehouse coffee and checker tables. Part of the fun is the complete secrecy that's supposed to surround each exhibit before December 1.

The firemen shell out a lot of energy, effort and money on their displays. The planning alone takes months of scheming, dreaming and chatting.

**KIDDIES ENJOY IT**

"But you should see how those kiddies enjoy it when we get the firehouses rigged up," said Chief Edward P. Walsh. "That more than makes up for all the time and trouble."

To make sure that children get the maximum opportunity of enjoying the displays, the Fire Department will ask for even more city buses this year in which to take them, free of charge, Mr. Walsh says.

"The Utilities Department told me I could have all the buses I want, and I'm going to want more than I got last year," he declared.

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**Glen Ireland Starts New Duties in Washington**

Glen Ireland, vice president-general manager of Pacific Telephone and Telegraph Company's Northern California and Nevada area and director of the San Francisco Chamber of Commerce, has assumed his new duties in Washington as special assistant to William S. Harrison, director of the National Production Authority. His appointment to the NPA post



**GLEN IRELAND**

Vice Pres., Pac. Tel. & Tel. Co.  
Director, S. F. Chamber of Commerce

was announced by the Chamber following a long distance telephone message from Ireland to Paul A. Bissinger, Chamber president.

Ireland has been in the telephone business since 1919, having served with Northwestern Bell Telephone Company and American Telephone and Telegraph Company before joining Pacific Telephone and Telegraph in 1947.

Commenting on his appointment to the national board, Mr. Bissinger said:

"We are extremely pleased—not only because he is one of our Chamber Directors and known to us as an extremely capable man, but more importantly because his appointment represents positive recognition by a Washington agency of our recent requests for greater representation of Westerners on national policy-making boards. We feel certain that the nation will benefit from the services of such an able man as Mr. Ireland."

Administering Ireland's duties at the telephone company during his full-time absence will be Guy P. Wallick, assistant vice president.

**Save Stamps for Hospital Veterans**

If you get foreign postmarked stamps put them in an envelope and send them to Mrs. W. Lansing Rothschild, Stamp Chairman, AWWVS, Fairmont Hotel, San Francisco. She will give them to wounded soldiers in various hospitals.

**DOLL SHOW CONTEST AT PUBLIC LIBRARY**

**NOVEMBER 18 AND 19**

A DOLL SHOW CONTEST with a "Dolls of All Nations" exhibit will be featured by the Recreation and Park Department in the Exhibit Room of the San Francisco Public Library, Civic Center Branch at Larkin and McAllister Streets, on Saturday and Sunday, November 18 and 19.

The exhibit of several hundred international dolls, from the collection of the Recreation-Park Department's Drama Center, will include costume plates which are used for designing costumes.

Ad addition to the usual Doll Show, the exhibit seeks to cooperate with the United Nations Educational, Scientific and Cultural Organization's ideals of promoting international understanding.

Children and adults are invited to enter dolls in fifteen categories from most beautiful and oldest doll to nationality and group dolls.

Applications and rules of the contest may be secured by phoning HEmlock 1-2121, Local 236.

Between November 1 and 10 children will compete in doll shows held at the various playgrounds, winners to be entered in the city-wide contest at the Library.

**MULLIN TO RESIGN POST IN SAN MATEO**

Hugh F. Mullin, Jr., justice of the peace of San Mateo, has announced he will retire November 1 and devote full time to private law practice.

Mullin suggested that the San Mateo County Board of Supervisors appoint as his successor San Mateo Mayor Daniel J. Creedon, who was elected last June to succeed Mullin when his normal term expires January 1, 1951.

**Fire Dept. Assigns Two To Civilian Defense Program**

Two San Francisco Fire Department battalion chiefs have been assigned to fulltime duty with the Civilian Defense program, Fire Chief Edward Walsh has announced.

Jesse McLendon will work with Rear Admiral A. G. Cook, retired, Civilian Defense director, in aircraft observation, and Henry Lindecker has been transferred to the reserve corps training program.

**Bond Election Set In Orinda District**

A \$130,000 bond issue election in the Orinda Fire District has been set for November 31 by the Contra Costa County Board of Supervisors.

## CITY AND COUNTY OF SAN FRANCISCO

ELMER E. ROBINSON, MAYOR

## Directory of City and County Officers

\*Indicates vacancy

## ELECTIVE OFFICERS

## MAYOR

200 City Hall, Z.2, MA 1-0163  
 ELMER E. ROBINSON, Mayor  
 MAX G. FUNKE, Executive Secretary  
 DAVID E. LEWIS, Administrative Assistant  
 VAL KING, Confidential Secretary  
 JOHN D. SULLIVAN, Public Service Director

## SUPERVISORS, BOARD OF

315 City Hall, Z.2, HE 1-2121  
 GEORGE J. CHRISTOPHER, President, 175 Russ St., Z.3  
 DON FAZAKERLEY, 125-12th St., Z.2  
 DAN GALLAGHER, 172 Beale St., Z.5  
 JAMES L. HALLEY, 760 Market St., Z.2  
 MARVIN E. LEWIS, 625 Market St., Z.2  
 CHESTER R. MACPHEE, 1045 Valencia St., Z.10  
 EDWARD T. MANCUSO, 345 Grove St., Z.2  
 PATRICK J. McMURRAY, 86 McAllister St., Z.2  
 DEWEY MEAD, 3100 Steiner St., Z.23  
 J. JOSEPH SULLIVAN, 111 Sutter St., Z.4  
 JOHN J. SULLIVAN, 128 Veterans Bldg., Z.2  
 JOHN R. McGRATH, Clerk  
 ROBERT J. DOLAN, Chief Asst. Clerk

Standing Committee (Chairman at named first)

COMMERCIAL AND INDUSTRIAL DEVELOPMENT—

McMurray, Halley, MacPhee

COUNTY, STATE AND NATIONAL AFFAIRS—Gal-

lagher, Mancuso, John J. Sullivan, Fazakerley, Mead.

EDUCATION, PARKS AND RECREATION—Fazakerley,

MacPhee, McMurray

FINANCE, REVENUE AND TAXATION—MacPhee, Man-

cuso, Mead, Fazakerley

JUDICIARY, LEGISLATIVE AND CIVIL SERVICE—Man-

cuso, Gallagher, J. Joseph Sullivan

POLICE—Mead, Lewis, Gallagher

PUBLIC BUILDINGS, LANDS AND CITY PLANNING—

Lewis, J. Joseph Sullivan, Halley, Mead, John J. Sul-

LIVAN

PUBLIC HEALTH AND WELFARE—John J. Sullivan,

Lewis, Fazakerley

PUBLIC UTILITIES—J. Joseph Sullivan, McMurray, Lewis

STREETS AND HIGHWAYS—Halley, Mead, John J. Sul-

LIVAN

RULES—Christopher, Mancuso, Gallagher

ASSESSOR

RUSSELL L. WOLDEN, 101 City Hall, Z.2, KL 2-1910

DISTRICT ATTORNEY

EDMUND G. BROWN, 550 Montgomery, Z.11, DO 2-2638

CITY ATTORNEY

DION R. HOLM, 206 City Hall, Z.2, HE 1-1322

PUBLIC DEFENDER

GERALD KENNY, 550 Montgomery St., Z.11, EX 2-1535

SHERIFF

DANIEL C. MURPHY, 331 City Hall, Z.2, HE 1-2121

TREASURER

JOHN J. GOODWIN, 110 City Hall, Z.2, HE 1-2121

## COURTS

## SUPERIOR, JUDGES OF

WILLIAM F. TRAVERSO, Presiding.....City Hall, Z.2  
 MELVIN I. CROHN.....City Hall, Z.2  
 FRANK T. DEASY.....City Hall, Z.2  
 PRESTON DEVINE.....City Hall, Z.2  
 TIMOTHY I. FITZPATRICK.....City Hall, Z.2  
 THOMAS M. GREY.....City Hall, Z.2  
 FRANKLIN A. GRIFFIN.....City Hall, Z.2  
 L. L. HARRIS.....City Hall, Z.2  
 LILE T. JACKS.....City Hall, Z.2  
 HERBERT C. KAUFMAN.....City Hall, Z.2  
 SYLVAIN J. LAZAROVICH.....City Hall, Z.2  
 ROBERT McWILLIAMS.....City Hall, Z.2  
 THERESA MEIKLE.....City Hall, Z.2  
 TYVAIN MICHELSEN.....City Hall, Z.2  
 EDWARD M. MOLENDORF.....City Hall, Z.2  
 EDWARD P. MURPHY.....City Hall, Z.2  
 HARRY J. NEUBARTH.....City Hall, Z.2  
 MILTON D. SAPIRO.....150 O'Farrell St., Z.3  
 GEORGE W. SCHONFELD.....City Hall, Z.2  
 DANIEL R. SHOENMAKER.....City Hall, Z.2  
 WILLIAM T. SWEIGERT.....City Hall, Z.2  
 ALBERT C. WOLLENBERG.....Hall of Justice, Z.8  
 JOSEPH M. CUMMINS, Secretary  
 480 City Hall, Z.2, UN 1-8552

## MUNICIPAL, JUDGES OF

EDWARD O'DAY, Presiding.....City Hall, Z.2  
 CARL H. ALLEN.....City Hall, Z.2  
 MATTHEW P. BRADY.....City Hall, Z.2  
 EUSTACE CULLINAN, JR.....Hall of Justice, Z.8  
 LEO A. CUNNINGHAM.....City Hall, Z.2  
 JOHN J. McMOLLEN.....City Hall, Z.2  
 J. B. MOLINARI.....Hall of Justice, Z.8  
 CLARENCE W. MORRIS.....City Hall, Z.2  
 CHARLES S. PEERY.....Hall of Justice, Z.8  
 DANIEL D. ZELMAN.....City Hall, Z.2  
 ALVIN E. WEINBERGER.....City Hall, Z.2  
 IVAN L. SLAVICH, Clerk and Secretary,  
 301 City Hall, Z.2, KL 2-3008  
 A. C. McCHESNEY, Jury Commissioner,  
 105 City Hall, Z.2

TRAFFIC FINES BUREAU, 164 City Hall, Z.2, KL 2-3008  
 JAMES M. CANNON, Chief Division Clerk

## GRAND JURY

457 City Hall, Z.2, UN 1-8552  
 Meets Wednesday at 8:00 P.M.  
 GEORGE D. SMITH, Foreman

JAMES F. ALLEN, Secretary

DAVID P. SUPPLE, Consultant-Statistician

## ADULT PROBATION DEPARTMENT

550 Montgomery St., Z.11, DO 2-923  
 JOHN L. KAVANAUGH, Adult Probation Officer  
 Adult Probation Committee  
 Meets at call of Chairman, 2nd Thursday each month  
 ROBERT A. PEABODY, Chairman, 456 Post St., Z.2  
 KENDRICK VAUGHN, Secretary, 60 Sansome St., Z.4  
 REV. MATTHEW F. CONNOLLY, 349 Fremont St., Z.5  
 RAYMOND BLOSSER, 670 Monadnock Bldg., Z.5  
 FRED C. JONES, 628 Hayes St., Z.2  
 MAURICE MOSKOWITZ, 2900 Lake St., Z.21  
 RICHARD NASSER, 23 Taylor St., Z.2  
 JUVENILE PROBATION DEPARTMENT

150 O'Farrell St., Z.3, HE 1-970

GEO. W. OSOSKE, Juvenile Court Probation Officer

Juvenile Probation Committee

HUGH K. McKEITT, Chairman, Russ Bldg., Z.4

MRS. FRED W. BLOCH, Secretary, 3712 Jackson, Z.18

JACK GOLDBERGER, 109 Goldene Gate Ave., Z.2

REV. JOHN A. COLLINS, 420-29th Ave., Z.21

MERRILL COOLEY, 1100 Sacramento St., Z.8

HENRY FOLEY, 919-9th St., Z.2

MISS EDITH E. PENCE, 1101 Green St., Z.9

REV. JAMES M. MURRAY, 1825 Mission St., Z.3

MRS. E. S. HELLER, 2020 Jackson St., Z.9

## OFFICERS APPOINTED BY MAYOR

## CHIEF ADMINISTRATIVE OFFICER

289 City Hall, Z.2, HE 1-2121

THOMAS A. ADOCKOS

BEN C. KLINE, Executive Secretary

MARIAN T. FETT, Confidential Secretary

## CONTROLLER

HARRY D. ROSS, 109 City Hall, Z.2, HE 1-2121

WREN MIDDLEBROOK, Chief Assistant Controller

## LEGISLATIVE REPRESENTATIVE, FEDERAL

FRANCIS V. KEESLING, JR., 315 Montgomery St., Z.4

## LEGISLATIVE REPRESENTATIVE, STATE

DONALD W. CLEARY

223 City Hall, MA 1-0163 and HE 1-2121

Hotel Senator, Sacramento 17 (during sessions)

## DEPARTMENTS UNDER THE MAYOR

## ART COMMISSION

100 Larkin St., Z.2, HE 1-2121

Meets first Monday of each month at 3:00 P.M.

HAROLD L. ZELERBACH, Presnt, 534 Battery St., Z.11

DOUGLAS BAYLIS, 619 Washington St., Z.9

ERNEST A. BORN, 730 Montgomery St., Z.11

JOHN K. HACOPIAN, 2733 Pierce St., Z.15

ROBERT B. HOWARD, 521 Francisco St., Z.11

OSCAR LEWIS, 274-Union St., Z.21

FRANCIS J. MCCARTHY, 693 Mission St., Z.5

EDWARD S. MOORE, 230 Jones St., Z.2

MRS. ALICE G. POYNER, 1127 Greenwich St., Z.9

ANTONIO SOTOMAYOR, Le Roy Place, Z.9

Ex-Officio Members

MAYOR ELMER E. ROBINSON

ERNEST I. TORREGANO, Pres., City Planning Comm.

JOHN M. KENNEDY, Pres., deYoung Museum

GEORGE D. HART, Pres., Public Library Commission

PAUL VERDIER, Pres. Calif. Palace Legion of Honor

LOUIS SUTTER, Pres. Park Commission

## CITY PLANNING COMMISSION

100 Larkin St., Z.2, HE 1-2121

Meets first and third Thursdays of each month at 2:30 P.M.

ERNEST J. TORREGANO, President Mills Bldg., Z.4

WILLIAM D. KILDFUFF, 160 Montgomery St., Z.4

HAROLD T. LOPEZ, 516 Bryant St., Z.7

MRS. EUGENE M. PRINCE, 3421 Pacific Ave., Z.18

OLIVER ROUSSEAU, 1140 Greenwich St., Z.9

Ex-Officio Members

THOMAS A. BROOKS, Chief Administrative Officer

JAMES H. TURNER, Manager of Utilities

PAUL OPPERMAN, Director of Planning

JOSEPH MIGNOLA, Secretary

## CIVIL SERVICE COMMISSION

151 City Hall, Z.2, HE 1-2121

Meets every Wednesday at 4:00 P.M.

FRANCIS P. WALSH, President, 68 Post St., Z.4

JOHN M. KENNEDY, 500 Sansome St., Z.11

CHARLES T. McDONOUGH, 26 O'Farrell St., Z.8

WM. L. HENDERSON, Sec. and Personnel Dir.

## EDUCATION, BOARD OF

Civic Auditorium, Z.2, UN 1-4680

Meets each Tuesday at 7:30 P.M.

BERT LEVIT, President, 465 California St., Z.4

JOSEPH L. ALIOTO, 111 Sutter St., Z.4

MRS. CLARENCE COONAN, 2531 Filbert St., Z.23

GEORGE W. JOHNS, JR., 2940-16th St., Z.3  
 JOHN G. LEVISON, 233 Sansome St., Z.4  
 MRS. RICHARD N. NASON, JR., 168-25th Ave., Z.1  
 DR. KARL SCHAUPP, 490 Post, Z.2  
 DR. HERBERT CLISH, Supt. of Schools  
 DR. HERBERT CLISH, Secretary

## FIRE COMMISSION

2 City Hall, Z.2, HE 1-2121

Meets every Wednesday at 4:00 P.M.

WALTER LEONETTI, President, 1123 Sutter St., Z.9

ROBERT A. SCHAEFER, Flood Bldg., Z.2

LEO H. SHAPIRO, 68 Post St., Z.4

MAX SOBEL, Commissioner Emeritus

EDWARD P. WALSH, Chief Engineer

FRANK P. KELLY, Chief Division of Fire

Prevention and Investigation

## HOUSING AUTHORITY

440 Turk St., Z.2 OR 3-5801

Meets first and third Thursdays at 10:30 A.M.

E. N. AYER, Chairman, Monadnock Bldg., Z.5

CHARLES J. FOEHN, 231 Valencia St., Z.3

CHARLES J. JUNG, 622 Washington St., Z.11

CHARLES H. TURNER, 135 Post St., Z.8

LLOYD E. WILSON, 1111 Neiss Ave., Z.2

JOHN W. BEARD, Executive Director

## PARKING AUTHORITY

500 Golden Gate Ave., Z.2, PR. 6-1565

Meets second Wednesday each month at 7:30 P.M.

ALBERT H. JACOBS, Chairman, 2993 Lake St., Z.21

RANDOLPH HALE, 867 Market St., Z.3

EDWARD W. MILLS, 401 California St., Z.4

RAE T. SMITH, 660 Market St., Z.4

DAVID THOMSON, 65 Berry St., Z.7

VINING T. Manager

KENNETH R. MACDONALD, Secretary

THOMAS J. O'TOOLE, Secretary

## PERMIT APPEALS, BOARD OF

227 City Hall, Z.2, HE 1-2121

Meets every Wednesday at 3:30 P.M.

ERNEST L. WEST, President, 265 Montgomery St., Z.4

FRED G. AINSIE, 1632 Polk St., Z.9

JOHN P. FIGONE, 1556 Stockton St., Z.11

JEREMIAH J. MULVHILL, 1675 Howard St., Z.3

REED W. ROBINSON, 1975 Market St., Z.3

J. EDWIN MATTOX, Secretary

## POLICE COMMISSION

Hall of Justice, Z.8, SU 1-2020

Meets every Wednesday at 8:00 P.M.

H. C. MACGINN, Secretary, 315 Montgomery St., Z.4

WASHINGTON I. KOHNKE, 586 Sacramento St., Z.11

J. WARNOCK WALSH, 160 Montgomery St., Z.4

SERGEANT JOHN T. BUTLER, Secretary

MICHAEL E. MITCHELL, Chief of Police

JAMES L. QUIGLEY, Deputy Chief of Police

CAPT. JACK EKER, Director of Traffic

CAPTAIN JAMES ENGLISH, Secretary to Dept.

MICHAEL F. FITZPATRICK, Sec'ty to Dept.

## PUBLIC LIBRARY COMMISSION

Civic Center, Z.2, HE 1-2121

Meets the first Tuesday of each month at 4:00 P.M.

GEORGE D. HART, President, 200 Brannan St., Z.7

ALDEN AMES, Russ Bldg., Z.4

IVAN R. BRESEE, 9 Scott St., Z.17

JOHN CUDDEY, 703 Market St., Z.3

FRED DETTMERING, The Examiner, 3rd & Market, Z.3

JOHN R. GRAVES, 1360 Jones St., Z.9

MISS EVELYN L. LACE, 940 Taraval St., Z.16

SAM M. MARKOWITZ, 315 Montgomery St., Z.4

RALPH J. MCGILL, 840 Ulloa St., Z.16

MRS. J. HENRY MOHR, 2 Castaneda, Z.16

RENE A. VAYSSIE, 240 Jones St., Z.2

C. LAWRENCE, 1995 Market St., Z.3

JOS. J. ALLEN, Secretary.

## PUBLIC UTILITIES COMMISSION

287 City Hall, Z.2, HE 1-2327

Meets every Monday at 5 P.M.

PHILIP F. LANDIS, President, 558 Sacramento St., Z.11

EDWARD B. BARON, 3349 Steiner St., Z.23

DONALD A. CAMERON, 1 Montgomery St., Z.4

SAM McKEE, 2512 Mission St., Z.10

VICTOR S. SWANSON, 1995 Market St., Z.3

R. J. MacDONALD, Secretary

JAMES H. TURNER, Manager of Utilities

FORREST B. GIBSON, Executive Sec. to the Mgr.

BUREAU OF LIGHT, HEAT AND POWER—B. A. DE-

VINE, Manager, 425 Mason St., Z.3, PR 5-7000

HETCH HETCHY SYSTEM—A. O. OLSON, Chief En-

gineer and Gen. Mgr. 425 Mason St., Z.2, PR 5-7000

BUREAU OF PERSONNEL AND SAFETY—PAUL J.

FANNING, Dir., 2301 San Jose Ave., Z.12, FI 6-5656

MUNICIPAL RAILWAY—WILLIAM H. SCOTT, Man-

ager, 2600 Geary St., Z.18, FI 6-5656

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Super



**PUBLIC WELFARE COMMISSION**

585 Bush St., Z.8, GA 1-500

Meets first and third Tuesdays of each month, at 1:30 P.M.

EDWARD J. WREN, President, 1825 Mission St., Z.3  
 MRS. BERNARD L. HECHINGER, 1340 Lombard St., Z.9  
 ANTHONY L. NORIEGA, 230 Jones St., Z.2  
 MRS. ROSALIND JOHNS, 2555 Larkin St., Z.9  
 F. P. AGOST

RONALD H. BORN, Director, Public Welfare  
 MRS. EULALA SMITH, Secretary

**RECREATION AND PARK COMMISSION**

McLaren Lodge, G.G. Park, Z.17, SK 1-4866

Meets second and fourth Thursday of each month at 4:00 P.M.

LOUIS SUTTER, President, 1 Sansome St., Z.4  
 REV. EUGENE J. SHEA, 1945 Market St., Z.3  
 FRED D. PARR, 1 Drum St., Z.11  
 MRS. SIGMUND STERN, 1998 Pacific Ave., Z.9  
 MICHAEL J. BUCKLEY, 311 California St., Z.4  
 PETER BERGUT, Lombard and Battery Sts., Z.11  
 MRS. HENRY DIPPEL, 762 Joost Ave., Z.12  
 HARVEY E. TELLER, General Manager  
 WILLIAM J. SIMONS, Exec., Secretary to Gen. Man.  
 EDWARD McDEVITT, Secretary to Commission  
 JOSEPHINE D. RANDALL, Supt. Recreation  
 61 Grove St., Z.2, HE 1-2121  
 JULIUS L. GIROD, Supt. Parks  
 McLaren Lodge, G.G. Park, Z.17, SK 1-4866

**REDEVELOPMENT AGENCY**

100 Larkin St., Z.2, HE 1-2121

Meets first and third Tuesdays each month at 4:00 P.M.

MORGAN A. GUNST, Chairman, 2786 Vallejo St., Z.23  
 THOR B. GRAVEN, 2222 Leavenworth St., Z.11  
 DR. J. JOSEPH HAYES, 210 Post St., Z.8  
 LAWRENCE R. PALACIOS, 2940 - 16th St., Z.3  
 JAMES E. STRATTEN, 2031 Bush St., Z.13  
 JAMES E. LASH, Director  
 MRS. RAY CUPPLES, Secretary

**RETIREMENT SYSTEM BOARD**

460 McAllister St., Z.2, HE 1-2121

Meets every Wednesday at 3:00 P.M.

JOHN F. BRADY, Pres., 1236 - 36th Ave., Z.22  
 A. B. CROWLEY, Dept. of Public Health, Z.2  
 ARTHUR W. KOHNER, Wells Fargo & Union Trust Co.  
 JAMES J. MCGOVERIN, Hall of Justice, Z.8  
 HARRY J. STEWART, 695 Market St., Z.5  
 Ex-Officio Members  
 GEORGE J. CHRISTOPHER, Pres., Board of Supervisors  
 DION R. HOLM, City Attorney  
 RALPH R. NELSON, Consulting Actuary  
 IRA G. THOMPSON, Secretary

**WAR MEMORIAL TRUSTEES**

Veterans Building, Z.2, MA 1-6600

Meets second Thursday of each month at 3:00 P.M.

WIDNEY M. EHRMAN, President, Nevada Bank Bldg., Z.4  
 BEN BAGENSTOS, 370 Union St., Z.7  
 FRANK A. FLYNN, 68 Post St., Z.4  
 SAM K. HARRISON, 449 Bryant St., Z.7  
 W. A. HENDERSON, The Examiner, 3rd & Market, Z.3  
 MEL HERTZ, 824 Taraval St., Z.16  
 DAN S. HEWITT, 1834 - 11th Ave., Z.22  
 MILTON KLETTER, 2179 - 27th Ave., Z.16  
 GUIDO J. MUSTO, 353 North Point St., Z.11  
 RICHARD H. McHALL, P.O. Box 14711, San Francisco  
 RALPH J. A. STERN, 305 Clay St., Z.11  
 EDWARD SHARKEY, Managing Director  
 E. LAWRENCE GEORGE, Secretary  
 SAN FRANCISCO MUSEUM OF ART  
 DR. GRACE MORLEY, Director, HE 1-2040

**STATE SENATOR  
 FROM SAN FRANCISCO COUNTY**  
 14th Dist. GERALD J. O'GARA (D) 2100 Mills Tower, Z.4  
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MISSION MIRACLE MILE CELEBRATION proved a continuous round of pleasure and enjoyment. Five views above (top to bottom) show group at head table at St. Francis Hotel Coronation Party of Queen Mae Tai Sing. (Next below) L to R) Hon. Joseph R. Knowland, Calif. Centennial Chairman, Queen Mae Tai Sing, Mayor Robinson with his charming wife and Mission Merchants President Affable Joseph S. Ravinsky. Center: Mayor Robinson and President Ravinsky with Police Captain Daniel McKlem of Mission Station riding in mammoth parade. (Next below) Lovely Mrs. Ravinsky, Mayor Robinson and Mrs. Robinson with Mr. Ravinsky. (Bottom) The Mayor and Pres. Ravinsky pose with Fong Wan, sponsor of Queen Mae Tai Sing, star of his Club Shanghai.

## "MIRACLE MILE!"

### Mission Street Merchant's Association Puts Over Outstanding Celebration

THE "MISSION MIRACLE MILE" added lustre, glory and fame in the series of events leading up to and through the California State Centennial Celebration Sept. 2 thru 9th. The many events were sponsored by the Mission Street Merchants' Association, headed as chairman by their president, Joseph S. Ravinsky.

The series started off with a Queen Contest. Mae Tai Sing, Chinese dancing star of Club Shanghai, topped the fifteen contestants and, besides winning many prizes, took an all-expense paid trip to Hollywood and appeared on the national radio hookup "Queen-for-a-Day." She had important positions in the two prominent parades of the week and was crowned at a banquet as the honored guest and attended many outstanding functions during the celebration.

Honorable Elmer E. Robinson, Mayor of San Francisco, was the

honored guest at the Third Annual Mayor's Night held at the Mission Masonic Temple on the "Mission Miracle Mile," Thursday evening, August 31st. The theme of the evening was "Honoring Our Mayor."

Following a banquet dinner and an outstanding program, prepared by Sid Goldie, famed columnist of the San Francisco Progress, and MC'd by Tommie Harris, who needed no introduction, the Mayor



MISSION MERCHANT'S BANQUET TO MAYOR: Top, left—Joseph L. Cauthorn, President San Francisco News. Right—Marie Doherty of Dore Studio, Mission Merchant member and official photographer. Above—The Mayor and President Ravinsky with Paul O'Leary, president Jitney Driver's Union and active member of Merchants Association.

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in his usual calm and easy manner, gave an interesting talk. He brought back memories of the "olden days" when he was a boy in the Mission district. An exceptionally informal evening was enjoyed by the Mayor and Mrs. Robinson. It was an evening long to be remembered by each of the more than two hundred in attendance. President Joseph S. Ravinsky presented the Mayor with a gift.

Before an enthusiastic crowd in the Italian Room of the St. Francis Hotel Tuesday evening, September 5th, Mayor Elmer E. Robinson officially crowned Mae Tai Sing, queen of the San Francisco Centennial. This was one of the

100th Anniversary of our great state.

The greatest and most spectacular parade ever to pass down Mission Street, and one of the finest ever in San Francisco, started at 15th Street on Mission and went on to Army and left to Harrison, Wednesday evening, September 6th. Huge crowds jammed the streets along the line of march, 125,000 strong.

The parade was led by Mayor Elmer E. Robinson and Her Royal Centennial Majesty, Queen Mae Tai Sing. James Quigley, Deputy Chief of Police, acted as Grand Marshal.

One of the more thrilling fea-

Exotic Queen Mae Tai Sing and Princesses with Mayor Elmer E. Robinson pose at Coronation Banquet of Mission Merchant's Association at St. Francis Hotel.



*Top*—Prominent at the Mayor's Banquet were John W. Pettit, Assistant to President Rothschild of Yellow Cab, and one of San Francisco's outstanding public relations figures, with vivacious Mrs. Pettit. *Above*—Sid Goldie (left) with Tommy Harris both tops in the entertainment world, who were responsible for the grand program enjoyed by the overflow crowd at the Banquet.

important highlights of the entire week. An interesting, but short, talk was made by the Mayor, who felt it an honor to crown a Chinese girl as queen for the City of San Francisco.

Joseph R. Knowland, chairman of the California State Centennials Commission, was present and gave a short talk expressing his appreciation of the fine spirit the Mission Street Merchants Association had taken to help with the

tures of the parade was the section of marching units of Islam Temple, 800 Shriners, marching for the first time since 1946. There were more than 200 units in the line of march. More than \$2,000 in cash prizes and trophies were awarded competing units. The armed forces were well represented as were many Native Sons and Daughters units. More than 30 bands, 40 drum corps, 25 floats and 100 marching units made up this great night parade.

(Additional pictures on page 21)

Photos taken for City-County Record by Dore Studios

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TOP—Chief Engineer Edward P. Walsh, S. F. Fire Department, and Mrs. Walsh. Center, left—S. F. Police Commissioner J. Warnock Walsh attentively listening to Commissioner Jeremiah J. Mulvihill, S. F. Board of Permit Appeals. Above—Queen Sponsor Fong Wan of Club Shanghai and Queen Mae Tai Sing.

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## NO. POINT PLANT

(Continued from page 9)

tion of the plant was awarded on November 24, 1948 to M & K Corporation, Stolte, Fred J. Early Co., Inc., and Haas and Rothschild, Joint Venturers, for \$8,289,525. Work officially started on January 17, 1949 and is expected to be completed next summer.

The influent and effluent sewers in the Embarcadero which carry the sewage to and from the plant are being built under a separate contract, which was awarded to Chas. L. Harney & Ben C. Gerwick Co. for \$1,039,903 on October 26, 1949. This work will be finished before the completion of the plant.

Plans for the plant were prepared in the Bureau of Engineering, Department of Public Works, with the advice of Clyde C. Kennedy, Consulting Sanitary Engineer and the assistance of Ambrose and Spencer, Consulting Architects and Harold B. Hamill, Consulting Structural Engineer.

## Senator Knowland Luncheon Speaker At Annual Meeting of State Chamber

**T**HE ANNUAL STATEWIDE MEETING of the California State Chamber of Commerce will be held at the Fairmont Hotel in San Francisco, November 30 and December 1, with Senator William F. Knowland as the luncheon speaker. Announcement of the meeting—which draws thousands of State Chamber members from all parts of the state—was made today by Adrien J. Falk, State Chamber president and president of S & W Fine Foods, Inc.

"World, national and state affairs render extremely important a current inventory of California's economic situation," Falk stated. "Effects of the Korean campaign, industrial and military mobilization, our agricultural stake, and recent federal and state legislation affecting California will be reviewed by state and national experts.

"The six regional councils of the State Chamber of Commerce are holding their fall meetings. Questions and recommendations generated at these meetings will come before the statewide meeting for over-all study and action."

Senator Knowland's topic is: "The Shifting Sands of American Foreign Policies." He will speak at the November 30 general luncheon. In addition to his energetic record in Senate debate and floor activities, Knowland is a member of the important Senate Appropriations Committee and Senate Armed Forces Committee.

Eleven statewide section meetings will be held during the two-day session, Falk announced. Thursday, all-day sessions will be held by the State Chamber's statewide agriculture, highways, industry, natural resources, taxation and workmen's compensation committees. Friday morning meetings will be held by the industrial insurance, travel-recreation, transportation and water resources committees, plus a statewide Mobilization and Plant Location Conference.

State Chamber statewide committee chairmen are: Agriculture—Frank M. Shay, San Jose, president, California Prune & Apricot Growers Assn. Economic research—L. M. Klauber, chairman of the



**WILLIAM F. KNOWLAND**  
Junior U. S. Senator from California

board, San Diego Gas & Electric Co. Industry—E. E. Hummel, Los Angeles, president, Utility Steel Foundry. Highway—Neil Petree, Los Angeles, president, Barker Bros. Corp. Natural resources—Dr. Robert Gordon Sproul, president, University of California. Industrial insurance—John E. Cushing, San Francisco, director, Matson Navigation Co. Tax—Lloyd W. Dinkelspiel, San Francisco attorney. Workmen's Compensation—A. C. Mattei, San Francisco, president, Honolulu Oil Corp. Transportation—M. B. Silberberg, Los Angeles attorney. Travel and recreation—Joseph R. Knowland, publisher, Oakland Tribune. Water resources—Carl H. Wente, San Francisco vice chairman, executive committee, Bank of America.



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FACTS

ABOUT THE BAY AREA

Issued by THE BAY AREA COUNCIL

City Services Available to Industry  
Outside City Corporate Limits

The services rendered by Bay Area cities to industries located outside their corporate limits depend upon the availability of those services within the cities, and upon the size and requirements of the locating industry.

A survey by the Bay Area Council reveals that there is no set or common policy among the corporate communities of the Bay Area towards nearby plants. Although certain general regulations may be adopted by each city with respect to the industries which settle beyond its corporate limits, every city indicated its readiness to cooperate with any industry in providing for the concern's individual needs of such services as sewage connections, police and fire protection.

The following reports from Bay Area Chamber of Commerce do not tell the whole story of the availability of these services even in the specific communities listed, but do indicate the wide variety of regulations and types of services that industries may obtain from nearby cities if they settle outside the corporate limits.

ALAMEDA COUNTY

**Hayward Area:** Special rates have been given to plants now located beyond the city limits and in no case have services been withheld if it was possible to provide them. Three ordinances have been passed providing water service, sewer disposal and a special clause in the business license tax which exempts manufacturing and industry.

**Pleasanton:** Sewer service could be arranged.

**San Leandro:** Several industries outside the city limits now receive services, these having been arranged by individual negotiations with each plant. For the past three years the city council has had a policy of not extending any service to an industry unless it annexes to the city.

CONTRA COSTA

**Antioch:** The city will furnish water to industries, under certain conditions, at double the domestic rate. Sewer service will be available upon request when a new disposal plant is erected in the near future. Fire protection is available at an annual fee of \$50.00 per year.

**Pittsburg:** Industries are provided with fire protection under contract, and may rent water services. Industrial sewer mains do not tie in with those of the city.

**Richmond:** The city does not render services to industries located outside its corporate limits. The only unincorporated area adjacent to the city is to the northwest, and this area is served by the San Pablo Fire District and the San Pablo Sanitary District. A working agreement is in operation between Richmond and the San Pablo Sanitary District however, whereby either one will serve in-

dustries close to the northern city lines depending on the engineering conveniences involved.

**Walnut Creek:** Sanitary facilities are provided by the Central Contra Costa County Sanitary District, and fire protection is furnished by the central fire district.

MARIN

**Sausalito:** Most of the services such as sewers, police and fire protection are supplied by the county. In a small area south of the city a working agreement exists whereby the city furnishes fire protection at so much a call plus any damage to the fire equipment. The police have a similar arrangement in this district.

NAPA

**Napa:** Services such as water supply, sewage connections, fire and police protection are supplied by the city under contract at a stipulated fee.

SAN FRANCISCO

Sewage disposal is available to Daly City on a no-cost basis, but when the new treatment plants are in operation, a fee will be charged for this service. Water is supplied on an established rate schedule, but neither police nor fire protection is rendered except on request in case of emergency.

SAN MATEO

**Menlo Park:** No provisions exist for extension of services to industries outside city limits.

**San Bruno:** The city furnishes police and fire assistance when asked; and occasionally supplies water.

**San Mateo:** Sewer mains, water supply, fire and police protection could be supplied under contract, with individual industry and the city council if the latter were to agree to grant such permits.



WM. E. WASTE, Chairman,  
S. F. Bay Area Council

SANTA CLARA

**San Jose:** The city has no definite policy concerning sewers and fire protection. The providing of such services, however, must be handled on a separate basis depending upon the size of the indus-

try, the payroll involved, and other factors. Sewer service and fire protection have been made available on a limited contract basis for a stipulated fee to certain industries. No concessions are made in the generally accepted sense of free land, free buildings, or tax exempt properties.

SOLANO

**Vallejo:** City will furnish water to industries on a regular schedule basis. Sanitary facilities are provided by the Solano County sewer district, fire protection by the East Vallejo Fire District, and police protection is available as well.

SONOMA

**Petaluma:** The only service provided by the city is a sewer tie-up, the individual concern paying the installation costs and a monthly fee. Fire protection is provided by the State Forestry Service.

**Santa Rosa:** The city permits industries to tie into sewer mains, but no police or fire protection is offered.

**Sonoma City:** Outside industries can be tied into the city sewer lines at a flat connection fee of \$150. Fire protection is available, also water will be supplied.

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# COW PALACE!

## 1950 Grand National Livestock Exposition Draws Thousands to Witness Great Shows

**T**O THE WILD YELLS of rough riding buckaroos, and the snort of savage Brahma bulls, the 1950 Grand National Livestock Exposition stamped into San Francisco's Cow Palace October 27.

Thousands of people from city and country joined the stampede, eager to witness the first of 14 performances in the huge arena, featuring a combination of livestock parade, championship rodeo and million dollar horse show, topped with fast-moving tanbark specialty acts.

As San Francisco's nationally famous Exposition opened its annual run, it boasted of the largest livestock entries in its history. From 19 states that ranged from New Jersey to California, and from Washington to Texas, exhibitors entered 3,358 of the nation's finest animals.

They'll compete for \$88,701 dollars in premium money, one portion of the \$148,701 in prize money offered by the Grand National.

From across nation came the world's top cowboys, geared to win a part of the estimated \$35,000 in the International Rodeo Association Championship Finals. The riders and ropers also were gunning for the coveted titles of All-Around Cowboy Champion, and Champions of bareback and saddle bronc riding, bull riding, steer bulldogging, and calf roping.

On the arena floor, cushioned with 110 tons of tanbark, the country's finest Western and English horses alternate with the roaring rodeo events. The equine blue bloods were competing for \$25,000 in addition to blue ribbons.

Adding zest to the spectacular arena show were numerous specialty acts, headed by Captain William Heyer and "Starless Night," almost human horse. "Starless Night" is rated as the world's most valuable performing horse, and Captain Heyer, former Dutch cavalry officer, has turned down as high as \$100,000 for him.

An added feature to this year's arena show were the cutting horses, competing in the National Cutting Horse Association's Championship Finals. These highly intelligent animals, which will appear at 9 performances, are trained for the difficult range work of removing a single steer from the herd without disturbing the rest. This is done by the horse without guidance or commands from its rider.

The title "Show of National Championships" was further born out by the selection of the Cow Palace for the National Show and Sale of the Aberdeen - Angus Breeders' Association. This annual event is the biggest in the season's schedule for breeders of the beau-

tiful black beef cattle, and the sale had drawn numerous entries from leading producers.

A special exhibit for the public which was drawing large crowds was the Model Milking Barn. Here, at 1, 3, 5, and 7 p.m., the dairy champions of the show are milked. Then the milk is cooled, pasteurized, and bottled. After watching the entire process, spectators may step over to a "Milk Bar" and try the final product.

The Grand National Arena show plays a total of 14 performances, ten nights and four Saturday and



OFFICIAL WELCOME is extended to the Grand National Queens by San Francisco's Mayor Elmer E. Robinson and Paul Bissinger, President of the San Francisco Chamber of Commerce. (Left to Right): Bette Sherwood, Rodeo Queen; Mayor Robinson, Marie Joe Jepsen, Horse Show Queen; Paul Bissinger, and Joyce Brown, Livestock Queen.

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Sunday matinees. Tickets are on sale at the Cow Palace, downtown box offices, and Pacific Greyhound ticket agencies outside of San Francisco. Prices for reserved seats, including general admission, are \$1.20, \$2, and \$2.50. Box seats are \$3.60, tax included in all. General admission is 60c for adults, 30c for children.

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**Popularity of Lt. Governor Knight Should Bring Record Vote at Election**

**I**F PUBLIC ACCLAIM AND DEMAND for his services as a speaker is any criterion, then Lieutenant Governor Goodwin Knight may easily be California's most popular statewide office holder. That the official has a warm personality, completely devoid of any "stuffed shirt" tendencies, and possesses a very keen sense of humor, is widely known and has aided materially in establishing him as a public servant with an increasingly-large following.

It has been said of Goodwin Knight that if he could personally appear before all of the voters in California, he would get every vote without a contest. That's the kind of a fellow he is, according to his boosters, and they point out that he is the first candidate in the State's history to win both nominations for the important post of Lieutenant Governor.

Knight's office discloses that the official has made over 670 talks throughout California in the past year, or about 56 speeches a month, which is nearly two a day. That affords some idea of the tireless manner in which the Lieutenant Governor attempts to cover the State and accept as many engagements as time and distance permit. He is forced to turn down three or four invitations every day because they simply cannot be worked into his busy schedule.

In the past year, also, Knight has visited all but a handful of counties, his trips having taken him from the Mexican border to the Oregon line. He enjoys getting around and seeing the different parts of the State and talking with the people about their local problems. He has an intimate knowledge of California as a result of his continual schedule of speaking dates. He is both a student of Californiana and of State government and constantly endeavors to broaden his knowledge of the various functions of the government.

A dynamic speaker who always has a message for his audiences, Knight thoroughly enjoys the opportunity of addressing crowds, regardless of their size. He can speak just as enthusiastically to a group of 25 people as he frequently does to crowds of 20,000. His forceful, entertaining style wins him more friends every time he speaks. He is indeed an able spokesman for our people.



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## Events in Oakland's Parks Attract 2,000,000 in Year

**O**AKLAND PARK DEPARTMENT'S numerous attractions—from nature talks to grand opera productions—were attended by a record 2,000,000 persons in the 1949-50 year. Last year's attendance ran slightly less than 1,500,000.

Figures recently released showed a combined attendance of 1,000,000 at Lakeside Park's weekly summer band concerts and the Fourth of July program.

Children's Fairyland, opened September 2 in the park, is the departments' newest project. More than 60,000 children and adults visited the four-acre attraction during its first two weeks of operation.

Built of permanent materials at a cost of \$50,000, the exhibits depict scenes from eighteen fairy tales and Walt Disney pictures.

The miniature streamline train "Oakland Acorn" has carried some 60,000 passengers since starting operation July 22 in Peralta Park, east of the Municipal Auditorium.

Lakeside Park's duck feeding area attracted 350,000 persons, while the horse show, picnics and theater at Joaquin Miller Park were attended by 300,000.

Some 20,000 persons attended the Woodminster Amphitheater productions at Joaquin Miller Park. The opera "Carmen" was presented recently.

Other attractions presented during the year included the annual Chrysanthemum Show and auction at Lakeside Park, Christmas exhibits and fashion shows at City Hall Plaza and the playground and picnic activities in Mosswood Park.

## North Beach Housing Contract Awarded

A contract for construction of North Beach Place, San Francisco's second low-rent housing project to get under way since the war, was awarded recently by the San Francisco Housing Authority.

The authority accepted the low bid of \$2,140,877 by the San Francisco company of Leo Epp, Inc., for the 13 apartment buildings.

The project, on 4.6 acres bounded by Columbus, Bay, Mason and Francisco streets, is scheduled for completion in April, 1952.

## Offices Opened

First move in staging the San Francisco Art Festival, Dec. 1-3 in the Palace of Fine Arts, has been taken with the opening of festival offices at 580 Montgomery St.

Martin Snipper is director and the San Francisco Art Commission is the sponsor. Prizes for work in painting and sculpture will total \$4,050.

## Firms Urged to Help in Business-Education Day

Thousands of business firms, including member organizations of the San Francisco Chamber of Commerce, have been sent invitations to participate in the Chamber's Business-Education Day slated for November 10, according to J. A. Remick, Chairman of the Program Committee for this important event.

Firms were asked to open their offices and plants to groups of teachers during the special day, to provide executives for instruction and entertainment of teacher groups and to furnish transportation to their establishments from a mass meeting of approximately 3500 teachers, to be held first in the Fox Theater.

"This is one of the largest and most important projects ever undertaken by the Chamber," said Remick this week. "It is a chance for educator and business people to get together and really understand each other's work," he said.

"The sooner business firms respond to our invitation to participate," he added, "the better able we will be to plan final details for this event which we feel will accomplish a great deal in increasing community understanding and support of two basic institutions of American life—Business and Education."

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**Philip F. Landis  
Wins City Hall  
Newsmen's Award**

Philip F. Landis, president of the city's Public Utilities Commission, has been chosen by the City Hall newspaper reporters as 1950's outstanding city and county government official.

Landis received the newspapermen's "Wisdom in Government"



PHILIP F. LANDIS, President  
S. F. Public Utilities Commission

award at a meeting of the Board of Supervisors. Presentation was made by Ray Leavitt, The Chronicle's City Hall reporter, on behalf of reporters from all the city's newspapers assigned to the City Hall "beat."

Landis was chosen for the award for his "able direction of the PUC and his fixing of policy in the very complex job of running the city's public utilities."

Landis was named to the PUC by Mayor Robinson three years ago and has served as president from the beginning of his appointment.

The award consists of an owl (for wisdom) sculptured by Benny Buffano.

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Appointment of Lawrence Archer and Frank W. McKenzie to jobs in the Public Works department of the City and County of San Francisco has been certified by the Civil Service commission.

Archer, an engineer in the utilities department becomes assistant director of public works in charge of maintenance and operations. McKenzie has been named as assistant works director in charge of finance and records.

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**WHIT HENRY**  
(Continued from page 3)

one of this city's better golfers. In any local tournament he is always a threat. However, his two 17 year old twins will soon be beating their father with startling regularity and in the not too distant future they may both become city champions.

**I GUESS WE ALL HAVE** gripes of one sort or another. I have many but here are two that really get me down. I dislike bartenders who do not use ice tongs; and I think that every owner or manager of a tavern should insist that his bartenders not put ice into the drinks they are mixing with their

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bare hands. By the same reasoning, I dislike those types of restaurants where the servers behind the counter handle both the food you eat, and at the same time handle the cash register. Can't something be done about is?

**ARE YOU A HUSBAND** wondering what to get your wife for Christmas? Here is a suggestion; get her a garbage disposal unit. My wife insisted a short while ago that I get her one; I did and have no regrets. It is a labor saving device that really is worth while. The particular brand that I bought is a Waste King Pulverator and like band-aids and Scotch tape, I wonder how we ever lived without it.

**I PROMISED YOU** some recipes that my wife picked up on our vacation. Here is one for cinnamon breakfast muffins:

- ¼ cup shortening and butter
- ½ cup sugar
- 1 egg, separated
- 1½ cup sifted flour
- 2 teaspoons baking powder
- ¼ teaspoon salt
- ½ teaspoon nutmeg
- ½ cup milk
- ½ cup melted butter

Cinnamon—sugar

Cream the shortening and sugar. Add the egg yolk and beat well. Add the sifted dry ingredients alternately with the milk.

Fold in the stiffly beaten egg white. Fill greased muffin pans two-thirds full. Bake in a moderate oven, 350 F., for twenty to twenty-five minutes. When baked, quickly roll the hot muffins first in the melted butter and then in the cinnamon-sugar. Serve while hot. Makes 12 muffins.

**HERE'S ANOTHER** I hope you will try: Orange coffee cake.

- 2 cups milk, scalded
- 4 tablespoons shortening
- 4 tablespoons sugar
- 1 teaspoon salt
- 1 yeast cake
- 1 egg beaten
- ½ cup orange juice
- Grated rind of 2 oranges
- 6 cups sifted flour
- ½ cup brown sugar
- firmly packed
- 1 table spoon butter

Combine the milk, shortening, sugar, and salt. Let cool and add the crumbled yeast cake. When dissolved, add the egg, orange juice, rind, and about half the flour. Beat until smooth. Add enough additional flour to make a soft dough. Knead lightly on a floured board. Place in a greased bowl, cover and let rise to double in bulk, about one hour. Punch down and place on a floured board. Make a paste of brown sugar and butter and spread over the dough. Fold over and put into two greased 8-inch-square pans. Let rise until light and bake in a hot oven, 425

F., for about 15 minutes. When cool, frost with Orange Frosting and for a festive occasion, sprinkle with finely chopped nuts.

**I DON'T KNOW WHY IT IS**, but too many people driving automobiles on foggy mornings, seem to want to endanger the lives of everybody on the highways by not turning on the lights of their cars. Any foggy morning, drive over Portola Drive and see the speeders going on, oblivious to all but themselves. Or drive across the Golden Gate Bridge and note how careless people can be. After all, driving with lights on a foggy morning is only helping to insure one's safety.

**CHINATOWN** is one of San Francisco's prime tourist attractions. Why, oh why, are the landowners and building owners modernizing their store fronts? If they wish to attract the tourist dollar the thing to do is to retain the subtle, old-time charm which puts Chinatown in a class by itself. Modern store fronts in Chinatown are not things of beauty, but are eyesores, and too late will the merchants realize the fact if the present trend continues.

**AND I HAVE** another gripe, I wish that people carrying portable radios were prohibited from taking them to football games.

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## RICHARD J. DOLWIG

(Continued from page 6)

proposition in the light of the needs or benefits of the entire state. He does not temper his vote with specific consideration of how its provisions will affect San Mateo County alone.

"The reason is simple," he explains. "What is good for the State is good for San Mateo County."

He is rather a diplomat when it comes to discussing certain major political problems—such as the consolidation of San Francisco and San Mateo Counties into one governmental unit. The advantages of such a consolidation would be elimination of duplicating administrative individuals who cost the taxpayers considerable money.

But he is certain that the future development of the entire Bay Region must be charted by some authoritative governmental unit which would supervise the activities of the area.

There should be some type of Bay Region Authority, its members made up, perhaps, of a supervisor from each county or some other elected official. This group would exercise wide powers and authority. They would eliminate competition between the counties that now are one economic unit. They also would improve and integrate services vital to all citizens of the community, such as transportation.

Whether this development will occur within the next few years is an indefinite matter, he says, but is certain that the logical and reasonable growth and development of the region requires such an organization.

One of the factors which may encourage and speed establishment of such an authority is the new population of the region—a factor that is causing the established political officer-holder some concern and no end of confusion at the present time.

With more than a million new citizens in the area, those in and out of office politically inclined find themselves confronted by new problems. New campaigns must be planned and the job is immeasurably increased. Campaign costs have increased tremendously also. But these new voters must be met directly or indirectly and sold on the merits of the candidate. Failure to do this may mean failure to secure sufficient votes for election.

Dolwig himself intends to conduct an almost continuous campaign to keep himself before the public. The \$300 a month salary he receives as an Assemblyman, he admits, is less than a sum efficient to compensate him directly for the time and energy he devotes to the job.

But the office will keep him in the public eye while he is waiting for the right time to make a move toward the next political office.

Frankly, he admits, he does not intend to remain a member of the "Lower House" for the rest of his life.

What is in the future for him? "Maybe congress," he says with a smile that is almost bland. That could be.

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# CITY-COUNTY RECORD

Vol. 17 — No. 12  
DECEMBER, 1950

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THE MAGAZINE OF GOOD GOVERNMENT



**PAUL A. BISSINGER, President**  
**San Francisco Chamber of Commerce**

(See story page 5)

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## Disaster Center Is Almost Ready

Richmond's disaster relief control center is nearing completion, Edward A. Hoffman, director of public works, told a meeting of the disaster council recently.

Herbert Watson, city radio expert, told the group that work has been progressing rapidly on the project, and that he expects the center to be in operation by Dec. 1.

## El Cerrito Names New City Manager

The El Cerrito City Council has named Kenneth Smith as the second city manager of El Cerrito. Smith comes here from Monterey, where he is currently serving as administrative assistant to the city manager of that community.

The new El Cerrito manager is 30 years of age, a graduate of Stanford University, and has completed graduate work in industrial research at the University of California.

The new City Manager will take over his new duties on December 1st at a salary of \$500 per month.

## Nine-County Operation Costs Rise Sharply

The cost of government in nine Bay Area counties last year more than kept pace with a general rise in prices, according to a recent survey by the Bay Area Council.

Per capita increases in governmental bills ranged from 62 9/10 percent in Napa county to 3 1/2 percent in San Mateo county. Alameda county had the highest per capita cost of \$192.72.

The total cost in the nine counties was \$105,831,723 more than for the 1948 operational expenditure.

Frank E. Marsh, executive vice president of the council, laid the blame for the increases on an influx of 1,000,000 new residents. Marsh said the people, who settled in the nine counties within the past 10 years, demanded schools, recreation, sewers and administration buildings. These improvements could not be postponed, he said.

## \$1,949,000 BID FOR HOUSING JOB

Louis Dunn, San Francisco contractor, filed the lowest bid of \$1,949,000 for the construction of the Bernal Homes housing project, the San Francisco Housing Authority has announced.

Construction on the project, between Folsom and Shotwell Sts. and Army and 26th Sts., is expected to get under way within a month, with completion scheduled for April, 1952.

# CITY-COUNTY RECORD

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DECEMBER, 1950

## Around and About

By WHIT HENRY

CHRISTMAS will soon be here and even now the toy departments of the various department stores are becoming crowded. However, I think that every store should devote one day between now and Christmas and call it "Adult Day in the Toy Department." Just think of the fun all of us men could have winding up the mechanical toys, running the electric trains, and doing the things we have always wanted to do without being subjected to funny looks from youngsters or impressive looking floor walkers.

\* \* \*

BASEBALL SEASON is over, but it won't be too long until the San Francisco Seals will start their spring practice. I sincerely hope that Lefty O'Doul can produce a good swinch hitter. That's right, a good swinch hitter. A swinch hitter is one who can hit in the clinches and is also a switch hitter. Catch on?

\* \* \*

HOW FAR can a man throw a football? This has often puzzled me and I wonder why they don't have a contest to determine the answer to the question. Every year there is a punting contest at the University of California and in track meets the strong boys are tossing weights and javelins for distance and I believe that there is sometimes a competition for

throwing a baseball for distance. Brick Muller could throw a foot—  
(Continued on page 21)

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## Bay Area Provides Markets for Producers and Suppliers of West

THE BAY AREA, hub of the growing markets of the West, provides a headquarters location to producers and suppliers of goods unequalled in terms of central position, ease of service, and rapid expansion of buying potential, according to a Bay Area Council study of population growth in the seven Far Western states, released today.

The rate of population increase in the seven Far Western states, 48 per cent in the last census period, was over three times as large as the U. S. gain of 14 per cent.

William E. Waste, Council Chairman, commented on the population study as follows:

"The growing importance of the Bay area as headquarters for new business and industry is strongly attested by the hosts of newcomers to the Area in the last decade. Recent population statistics confirm the need for increased effort to provide adequate transportation, recreation facilities and housing for our new residents."

The study points to the pre-eminent position of California in expanding markets among the Western states, in that two out of every three residents in the Far West live in California. In the last ten years, for every newcomer to the other six western states two came to California; and more new residents came to California in that period than to any other state in the nation, and twice as many as to New York, California's runner-up in number of persons added.

Following are percentages of growth 1940-1950 in the Far West:

California .....	52	per cent
Arizona .....	49	" "
Nevada .....	44	" "
Oregon .....	39	" "
Washington .....	36	" "
Utah .....	25	" "
Idaho .....	12	" "

## Board Reappointment For Rev. McGlothen

Reappointment of the Rev. G. W. McGlothen as a member of the Richmond Redevelopment Agency board of directors was voted by the Richmond city council.

The previous term of the minister expires November 1. Councilmen expressed commendation of the valuable service of Rev. McGlothen in taking action to name him for another term.

Letters had been addressed to the council in recent weeks recommending his reappointment, including two presented from the Interdenominational Ministerial Alliance and the McGlothen Temple board of North Richmond.

## Orinda Banker New Plan Group Member

John L. Stoffel, Orinda banker, has been reappointed a member of the county planning commission



RAYMOND REEVES  
Assistant General Manager  
S. F. Bay Area Council

for a three-year term. The appointment was made by the board of supervisors.

Stoffel was first named to the job January 10, 1949, to complete the unexpired term of William Penn Mott Jr., whose original appointment became effective Nov. 24, 1947.

## NORTH BAR GROUP RE-ELECTS SPOVOK

Honors came last month to Allen Spivock, president of the Lawyers Club of San Francisco, and to the State Bar of California.

Mr. Spivock was re-elected president of the Northern California Council of Bar Associations. The State Bar received the Award of Merit of the American Bar Association, for the fifth time in nine years, for "the most distinguished and constructive public service" in the field of law by any state bar organization.

## Berkeley to Have Two New Schools

Award of a \$1,564,000 contract to Moore and Roberts, San Francisco firm, for construction of two new schools to replace old structures has been announced by the Berkeley Board of Education.

Schools to be replaced are the Franklin School at San Pablo Avenue and Virginia Street and Jefferson School at Sacramento and Rose Streets. Included in the new Franklin School will be buildings housing twenty-two classrooms, an auditorium, cafeteria and auxiliary rooms. The Jefferson project includes classrooms, a combined auditorium and cafeteria and auxiliary units.



# PAUL A. BISSINGER

## President, San Francisco Chamber of Commerce Civic and Business Leader

By WILLIAM FLYNN  
Special Writer — The Record

**PAUL A. BISSINGER**, now concluding his year's term as president of the San Francisco Chamber of Commerce, is an individual who has achieved a special niche in San Francisco's all-time unofficial Hall of Fame.

He has won friends and influenced people as president of the San Francisco Chamber of Commerce.

While it is seldom admitted for the record, a chamber of commerce does not always "win friends and influence people" to the extent that the San Francisco Chamber has, during the past year under Bissinger.

While a decade is a considerable period of time when it measures the number of unpaid installments on the mortgage financing the family home, historically it is but a moment. And, while considering the magnitude of Bissinger's achievement as president of the San Francisco Chamber of Commerce during the current year, it might be well to turn back ten years in the city's history and consider but one incident . . .

### RURAL DISFAVOR

Then, mention of San Francisco aroused the ire of the State's agricultural industry. Farmers were bitter about the imposition of certain labor regulations on their trucks entering the city, the regulations being established by the powerful AFL Teamsters Union.

With the farmers denouncing San Francisco for tolerating not only the teamsters but the labor activity of Harry Bridges on the waterfront, business went elsewhere. Finally, action became necessary.

The San Francisco Chamber of Commerce decided that something should be done not only to win friends and influence among the state farmers but also to try and make labor a member of the team. The theory was both sides should be convinced that mutual interests were at stake.

### MEETING ARRANGED

So a great big meeting was arranged at the Civic Auditorium. A very prominent speaker was invited to make the pitch. The only flaw in the plan was the speaker.

He was a so-called public relations expert for one of the nation's greatest automobile manufacturing concerns. He had a little habit of beating labor over the head with a verbal club even when he didn't have an excuse.

The Chamber of Commerce brains of that day could see nothing unusual about having such an individual give the word at the clam bake. He spoke their language in almost every detail, anyway. They seemed blind to the fact that the speaker's appearance automatically would deprive them of half their audience—labor.

It was not until the late Harold Boyd, the politically-wise Controller of San Francisco, dealt himself a hand that things looked a bit better. He could call his shots because he was the individual who signed the city's checks for the Chamber for certain services performed in behalf of the city. At Boyd's "suggestion," another speaker was substituted and the meeting was something of a success.

### OFFICIALS AIDED

Boyd and the late Alfred J. Cleary, the city's Chief Administrative Officer, the late Mayor Angelo J. Rossi, and later Chief Administrator Thomas A. Brooks followed through on the gains of the meeting by organizing the Municipal Regional Service Committee.

The activity, ably directed and conducted by William J. Losh, and financed with city funds, finally made a dent in the antagonism of the farmer toward the city—and then the Chamber of Commerce caught hold with an active agriculture committee.

Now, Bissinger, something of a

San Francisco aristocrat but also blessed with the ability to be at home almost anywhere without patronizing or losing his dignity, would not have made such a mistake had he been president of the Chamber of Commerce a decade ago.

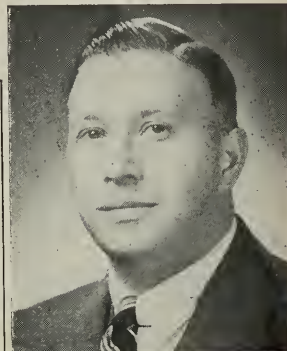
He would not have included the factor that aroused the ire of labor. Nor would he have permitted the city to make a spectacular pass interception and run with the ball by taking over the mission of winning friends among the farmers.

For Bissinger, it appears from his record as a business man and a civic minded individual who is willing to devote at least half his time to civic service—is an individual who not only understands that two and two makes four but that sometimes such precision is good sense.

### CONTINUED WORK

When he undertook to continue the work—started by last year's Chamber President Henry E. North—of speeding up port business in San Francisco by diagnosing the illness of the waterfront, he did not overlook labor. In fact, he relied considerably on labor's advice and knowledge to whittle out a program of action for the common good.

The retiring president of the San Francisco Chamber of Commerce makes his living as vice president



PAUL A. BISSINGER, President  
S. F. Chamber of Commerce

and director of Bissinger and Company, the West's largest hide and tallow firm.

He was born in Portland, Oregon, June 12, 1905, the son of Newton and Mildred Heilner Bissinger. At the time of his birth, his father was manager of the firm's Portland office. Now he is president of the firm.

When the boy was several years old, the family moved to San Francisco and he followed the customary pattern of growth toward maturity that was customary for those who did not live through the Fire and Earthquake of 1906 to become civic leaders because of ability and hard work against terrific odds.

(Continued on next page)



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## PAUL A. BISSINGER

(Continued from page 5)

He was graduated from the Pacific Heights Grammar School and Lowell High School and Stanford University, a member of the Class of '26. He went into the family firm and when World War II came along, he was commissioned a junior grade lieutenant in the Navy.

When he was placed on the inactive list after V-J Day, he wore the three stripes of a commander. While being promoted he served two years in the Mediterranean and participated in the invasion of Sicily, Salerno, Anzio, and Southern France. For his work at Salerno and Anzio he was awarded the Legion of Merit.

Before he went into service he was active in civic affairs through the medium of the Junior Chamber of Commerce and served as president of that organization. He had married his wife, Marjorie, and established the family home at 2500 Divisadero Street, where the couple live with their three children: Peggy, 17; Paul, Jr., 16; and Thomas, 11.

### RETURNED TO FIRM

When he returned to the firm and San Francisco after the war, Bissinger resumed his participation in the affairs of the Chamber of Commerce. He moved through the chairs and was elected president a year ago, one of the youngest men in the century old history of the organization to hold the office.

When he took over the job, the Chamber of Commerce seemed to go into overdrive and to surpass all former records of getting things done for the benefit of the entire city.

Bissinger, as president, seemed to be the major reason why. And as for the individual, an official sketch of his personality and abilities says:

"Paul Bissinger can play all the bases—and often does—and he can pitch a good fast ball to the best of them.

"With the ease of the seasoned 'pro' he is, he can slide from the gates of a manufacturing plant to Pier 45-A at the waterfront, across town to a freeway meeting and back to the Chamber to lead a domestic trade development conference—leaving his mark, and an intelligent one, at each stop.

### FULL PROGRAM

"In a single morning he may spark an idea for city representatives in Washington, plan a luncheon for a hundred year old San Francisco firm, discuss means of eliminating nuisance charges at the port, and attend a city meeting on parking, transit, traffic, or housing.

"Dynamic, explosive, cheerful and personable, Paul Bissinger is one of the youngest presidents the San Francisco Chamber of Com-

merce has had in its 100 years of service.

"Forty-five years old, he looks 35 and acts with the youthful enthusiasm and vigor of a 25-year-old. His recent interests are as diversified as his business activities; he is vice president of the San Francisco Musical Association; a YMCA director, member of the Board of Trustees, World Affairs Council of Northern California; a director of the National Conference of Christians and Jews.

"And in addition to all of this, he owns and operates his own private 'amateur' printing shop in the attic of his beautiful Pacific Heights home."

### MANY ACCOMPLISHMENTS

While that is quite a package to buy, it is more objective, in view of the facts, than most official biographies. He is a man of many accomplishments, a pleasing personality, has considerable controlled energy. In addition, and what is more important, he has that strange and rare human ability—he thinks—and then tries to do something about the conclusions.

He has done considerable thinking about the future of San Francisco—and at the same time done something about the immediate problems that need correction.

Bissinger believes and continually expounds the theory which has long guided the San Francisco Chamber of Commerce—that San Francisco is the heartland of a vast economic empire. It may extend from border to border and as far east as Denver and west to the shores of the Pacific. That, he believes, is San Francisco's trade area. He further believes that it is the duty and responsibility of the Chamber to aid in development of the trade potential of that area.

### CHAMBER ACTIVE

Thus the San Francisco Chamber of Commerce has been particularly active during the past year in winning friends and influencing people outside the immediate geographical area of the city.

The Chamber has sponsored good will trips to numerous communities, as far away as Portland; often to cities in the rich agricultural empire that is the Central Valley of California.

Bissinger has stepped up the activity of the Chamber on the question of the future of San Francisco's water front. Under his guidance, one of the most extensive, detailed, and sensible reports on what ails the harbor has been completed (it was started by Henry North) and presented to those who have the authority to correct the deficiencies.

The result is that the next session of the legislature may come (Continued on page 22)

## 44th Annual

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SAN FRANCISCO



# John W. McFarland

General Manager, East Bay Municipal Utility District

**THE MAN AT THE HELM** of the East Bay's \$100,000,000 publicly-owned water system, and more recently the \$23,500,000 Sewage Disposal Project, is 36-year-old John W. McFarland, General Manager of the East Bay Municipal Utility District.

That this is no minor responsibility is evident when it is realized that there are more than 900,000 people in the East Bay who are constantly using water—as much as 163,000,000 gallons on a warm summer day—and look to the Utility District for a safe, dependable supply, twenty-four hours a day, every day of the year.

Similarly, East Bay residents have entrusted to the Utility District the construction and operation of a Sewage Disposal Project for six of the cities, in order to eliminate the pollution of the Estuary and the shallow waters of the Bay which has resulted in objectionable odors along the entire waterfront for many years.

## SUPERVISES WORK

As General Manager, McFarland supervises the work of more than 1,100 people employed principally in Alameda and Contra Costa counties, but also extending as far afield as Amador and San Joaquin counties. He is charged by the elected Board of Directors of the District with the responsibility for coordinating and directing the programs and activities of the numerous divisions within the District, such as commercial, engineering, construction and maintenance, water resources and planning, personnel, properties, sewage disposal and others necessary to the operation of the second largest publicly-owned utility in the State of California.

Born in Cross Creek, Pennsylvania on March 19, 1914, McFarland received his education in public schools and graduated from Santa Ana High School in Southern California, then attended Stanford University and the University of Southern California, where he majored in Public Administration. He received his Bachelor of Science Degree from U.S.C. in 1936.

## EARLY EMPLOYMENT

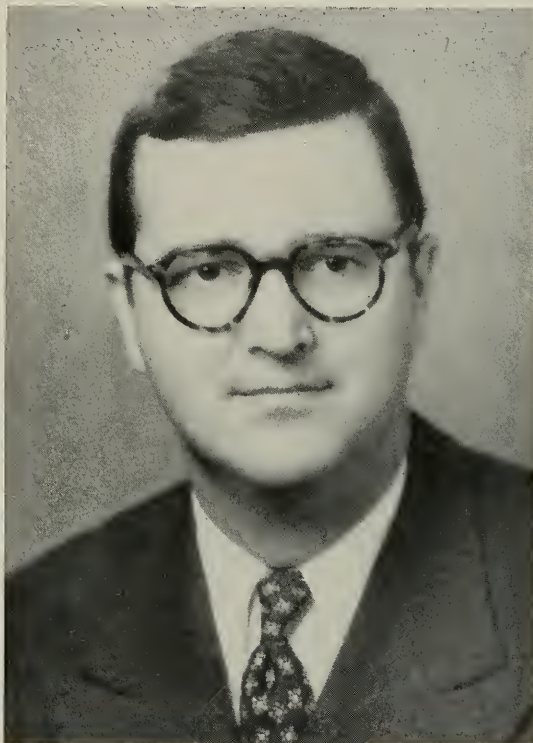
He was employed after his graduation from college by Sears-Roebuck and Company as industrial engineer and manager of their methods division, with the express duties of increasing efficiency and lowering costs. He served Sears until 1940, when he resigned to accept employment with Lockheed Aircraft Corporation as industrial engineer. Shortly after he started with Lockheed, the company experienced a tremendous growth, jumping from a firm employing 5,000 people to one with 100,000 workers of all types, and with several subsidiary organizations. Understandably, Lockheed was faced with major organizational problems. To meet the situation, Mc-

Farland was made executive assistant on the staff of the president, with the important assignment of analyzing, developing and instituting new organizational procedures demanded by the tremendous growth of Lockheed and its subsidiaries. Later, McFarland also served on the staff of the controller.

In 1946, McFarland was hired by the Board of Directors of the East Bay Municipal Utility District, under K. L. Hamman, then president of the board, to advise them on a wide range of organizational and administrative matters. Heading the Control Division, created at that time, he showed that he pos-

sessed a thorough understanding of modern administrative techniques. McFarland worked closely with John S. Longwell, general manager and chief engineer at that time, and the Board of Directors, helping to lay the foundation for many of the progressive policies which as general manager he is now able to carry to fruition.

McFarland was appointed to the position of assistant general manager in December, 1949, assisting Longwell in all phases of the administration of the Utility District. Upon the retirement of Longwell in January of this year, McFarland



JOHN W. MCFARLAND

General Manager, East Bay Municipal Utility District

highly increased costs of labor and materials, water rates are the same as in 1940 and as much as 42 per cent below those in effect when the District actually began operations in 1929.

The East Bay Municipal Utility District was created by a public vote on May 8, 1923, as a political subdivision operating under the laws of the State of California. In 1924, a bond issue of \$39,000,000 was approved for the construction of Pardee Dam on the Mokelumne River and for ninety-three miles of aqueduct, extending from Pardee Dam to the East Bay area. Before this project was completed in 1927, the people voted \$26,000,000 in bonds to purchase the local distribution system of the privately-owned East Bay Water Company.

## ENDED SHORTAGE

Auspiciously, the first water from the Mokelumne River arrived in June, 1929, in time to end a threatened shortage of water due to an extended dry period, when there was less than three weeks' supply on hand. The District's growth was gradual and steady, and adequate for existing demands, until World War II changed the picture rapidly. Population soared, water consumption skyrocketed; expansion of the District facilities was severely restricted because of material and manpower shortages. By the end of the war, the average daily consumption of water had reached 107,000,000 gallons daily, as compared with 45,000,000 gallons in 1940. Today, an average of 111,000,000 gallons is used, with a peak load of 163,183,000 gallons reached on August 16, 1950.

The population within the District today is more than 900,000, compared with 520,000 in 1940. Because of the tremendous growth in population and industrial expansion, and to provide adequately for future development, it became essential to construct a second aqueduct between Pardee Reservoir and the East Bay. In 1946, construction started, following approval by the voters of the Utility District of a \$12,000,000 bond issue, to partially finance the \$21,700,000 project. The remainder of the cost was met from operating revenues and reserves.

## SECOND AQUEDUCT

With the completion of the second aqueduct in 1949, more than 200 million gallons of mountain water can ultimately be delivered each day from Pardee Reservoir to the local distribution system. Filter plant capacities have been increased, new watermains, pumping plants and reservoirs constructed. The flow of water has been increased to outlying areas through new and larger transmission lines.

The area served by the Utility District, situated on the slopes of high hills on the east shore of San (Continued on page 20)

became acting general manager, and in May received his formal appointment to the position of general manager.

"Advance planning, organizational development, budgeting, and the developing of good supervisory and executive forces in all departments is of major importance in business today," McFarland says. "We are applying this progressive program throughout the East Bay Municipal Utility District."

That the operation of the District is economical and progressive is clearly shown by the fact that the District tax rate has dropped from fifty cents in 1929 to twenty-five cents today; also, in spite of



## Sketch Illustrating Proposed Master Plan of Transbay Toll Crossings, Present Requirements and Future Crossings as Needed.



# PROPOSED MASTER PLAN OF TOLL CROSSINGS

**EDITOR'S NOTE:** *Following is the "Proposed Master Plan of Toll Crossings for the San Francisco Bay Area," which was presented recently by the Bay Area Council at a meeting of the Council's Board of Governors, city and county officials, and representatives of other civic and business groups.*

*The principle of the Master Plan was approved unanimously by the more than two hundred and fifty leading Bay Area citizens who attended the conference at the Sir Francis Drake Hotel in San Francisco. The technical details of financing and construction of the proposed new crossings were not discussed, although William E. Waste, chairman of the Council, stated that competent engineers had advised of the feasibility of the crossings and investment houses and banks had indicated that a satisfactory plan of financing could be resolved.*

*Those present agreed to refer the plan to their respective organizations with the general indication that acceptance is probable.*

## Transbay Crossings And Mass Rapid Transit

**IT IS OF VITAL IMPORTANCE** to the present and future requirements of the Bay Area that a Master Plan of Transbay Crossings be adopted immediately. The Plan must also include the facilities for integrated Mass Rapid Transit.

The primary objectives of such a Plan offering a solution to the problem must:

- 1—Provide immediate relief of existing and future congestion.
- 2—Aid and stimulate future growth.
- 3—Provide facilities which can be utilized for Mass Rapid Transit.
- 4—Be a practical and economical program, capable of being financed by tolls at a level acceptable to the using public.

### A Master Plan

A Master Plan of Toll Crossings and Mass Rapid Transit is presented as a solution to the existing Transbay Crossing problem. It is based on a careful study of all factors involved and generally appears to meet the many requirements which have been advanced by the communities of the Bay Area.

The Plan can provide facilities for integrated Mass Rapid Transit and being flexible, future requirements can be met with a minimum of cost.

It is not anticipated that all proposed crossings or improvements, or a complete Mass Rapid Transit system, should or could be constructed simultaneously. If the Plan is adopted in principle, a program of financing and construction can then be studied which will establish a time table for the orderly development of the Plan in its entirety.

### Proposed Crossings

#### SAN FRANCISCO-YERBA BUENA-OAKLAND

A Crossing from Telegraph Hill in San Francisco, in the vicinity of Broadway, to Yerba Buena Island, then to Oakland in the vicinity of the Oakland Mole. (Future "feeder" arteries, if required, could be connected with the Berkeley-Richmond Area, the Southern part of San Francisco, and Alameda.) This proposed crossing would pro-



**WILLIAM E. WASTE, Chairman**  
San Francisco Bay Area Council

vide an entry into San Francisco, north of Market Street, for traffic destined to the financial and retail center of the City.

#### SAN FRANCISCO (Candlestick Point)-OAKLAND (East Shore Freeway)

A low-level Crossing from Candlestick Point in San Francisco to Bay Farm Island and the East Shore Freeway in Oakland, or where may be determined as the best location to serve the needs of the City of Alameda and Southern Alameda County.

#### RICHMOND-SAN RAFAEL

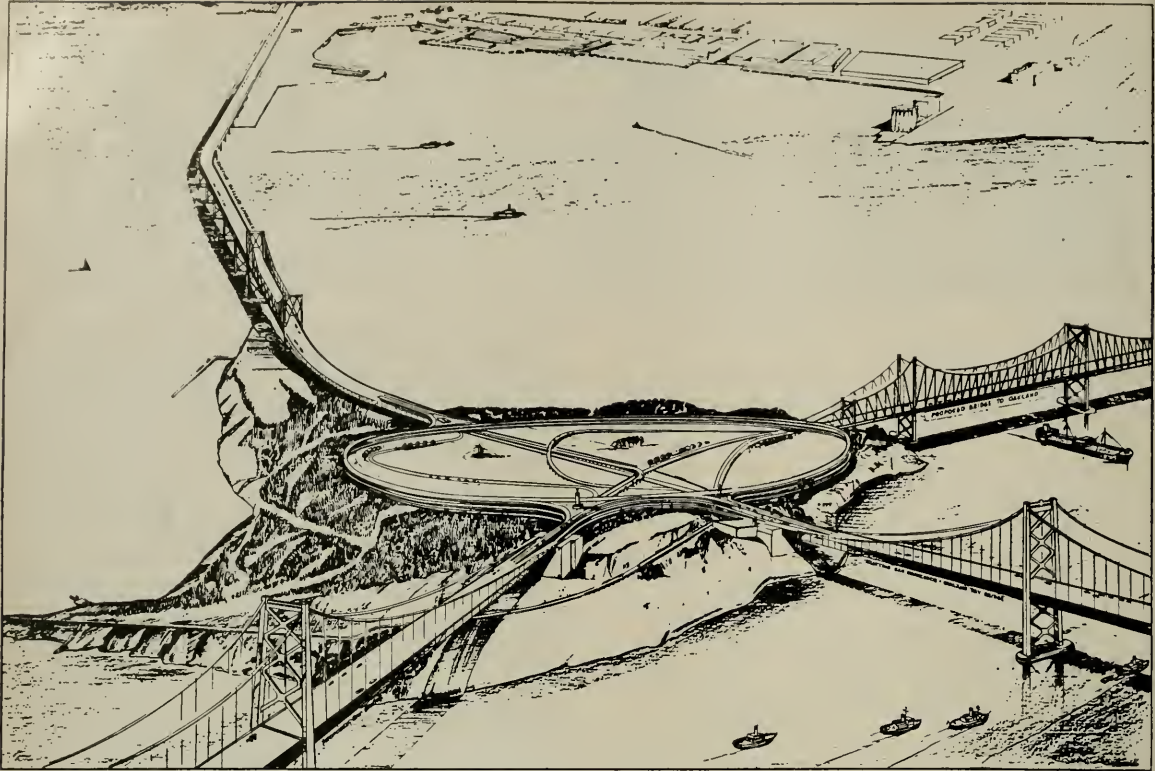
This proposed Crossing is already under study as a result of an appropriation by the Legislature and early construction is recommended.

#### SAN MATEO

It is recommended that the present San Mateo Bridge be modernized and made a four-lane freeway and integrated into the freeway systems on both sides of the Bay.

#### CARQUINEZ

The Carquinez Bridge should be improved in order to meet



Artist's sketch shows proposed traffic distribution center on Yerba Buena Island with present Transbay crossings and those proposed for immediate construction. Center permits traffic from "feeder" arteries on both sides of

the Bay to be more effectively "fanned out" to minimize congestion in any one section.

increased traffic requirements.

#### SAN FRANCISCO-ANGEL ISLAND-MARIN COUNTY

This Crossing is designed to meet future traffic requirements as a result of congestion on the Golden Gate Bridge and its approaches. An additional feeder artery could be connected from Angel Island to Treasure Island if and when it is required.

#### *Traffic Distribution and Safety*

The Plan provides for the use of Yerba Buena Island as a traffic distribution center between the east and west sides of the Bay. It would provide for an interchange of traffic from and to any "feeder" arteries constructed, with a lack of traffic congestion.

The distribution structure would make it possible to reroute traffic to and from any of the "feeder" arteries. This would be particularly important at the time of any accident or emergency which might tend to create a traffic "tie-up" on any of the arteries and would contribute an additional factor of safety because of the flexibility provided by the distribution center.

Through the multiple system of "feeder" arteries, traffic on both sides of the Bay will be more effectively "fanned out" to minimize congestion in any one section.

Additional "feeder" arteries could be constructed as required.

#### *Mass Rapid Transit*

Bay Area Mass Rapid Transit and the proposed Transbay Crossing Plan must be studied simultaneously in order that the engineering and financing of the Plan can be as economical and effective as possible.

#### *Cost*

Reliable engineers and construction experts estimate the cost of

the Telegraph Hill-Oakland Crossing at \$150,000,000 and the Candlestick Point-Alameda County Crossing at \$75,000,000 — a total of \$225,000,000.

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## PERRY THOMPSON TO RETIRE AS REGIONAL FORESTER

**P**ERRY A. THOMPSON, regional forester for the California region of the Forest Service, United States Department of Agriculture, will retire December 31 after thirty-five years in the Service.

Clare W. Hendee of Denver, assistant regional forester of the Rocky Mountain region, will succeed Mr. Thompson. Mr. Hendee has twenty years' experience in forest resource management in western regions, gained in working from the ground up.

"Pat" Thompson, retiring after a lifetime of public service, is nationally known for his contributions to forest conservation. Son of a "back country" newspaper editor, he grew up in the big-timber country of northwest Washington. He worked as a forest guard to finance his forestry studies, and received permanent appointment as forest guard in 1912 in Washington State.

After overseas service in World War I, Mr. Thompson survived some close escapes and scored outstanding achievements during critical fire seasons in the Pacific Northwest. From assistant region-

al forester at Missoula, Mont., he stepped to chief of personnel management for the Forest Service in 1939. He was chief of fire control for the Service during World War II, when Japanese incendiary balloons menaced western forest resources. He was promoted to regional forester of the California region in November, 1946.

The California region comprises eighteen national forests with a net area of 19,200,000 acres. Many of California's key industries depend on products of these forests—water for cities, irrigated farms and orchards; timber for sawmills, forage for cattle and sheep, game and fish for sportsmen, and outdoor recreation areas used by millions of people annually.



SAN FRANCISCO PUBLIC SCHOOL OFFICIALS were honored recently with presentation for "outstanding service in the field of Accident Prevention." Presentation was made by Iver C. Larson (right), manager of the San Francisco Chapter, National Safety Council. Awards were given to (left to right) Jesse E. Rathbun, Coordinator of Industrial Arts; Dr. Herbert C. Clish, Superintendent of Schools; O. D. Adams, Assistant Superintendent for Adult and Vocational Education; and Robert J. Stoffer, Assistant Superintendent in charge of buildings and grounds. Ceremonies held in the commissioners' room at the Board of Education, brought awards to twenty-nine San Francisco public schools for improved shop safety records during the 1949-50 school year. (Photo special to the City-County Record)

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SAN FRANCISCO, CALIFORNIA

## Mrs. Lillian Hall Larson Retires

**L**ILLIAN HALL LARSON has retired from the State Department of Employment after 34 years of devoted service to the people of the State of California.

An overflow crowd paid her homage at a banquet given in her honor at the Marines Memorial Club, with people from all walks of life present to pay their respects

Mayor Elmer E. Robinson wired: "Please extend my heartfelt congratulations to my cherished friend Mrs. Lillian Hall Larson, for the contributions she has made to our people in the field of public service. She is respected, admired and loved by all, and in my judgment she is a person whose career could well be used as a guide and an



MRS. LILLIAN HALL LARSON receiving congratulations from Superior Judge Theresa Meikle on her splendid record of service to the citizens of California during 34 years of faithful and efficient effort in the California Department of Employment. Judge Meikle is admiring plaque presented to Mrs. Larson by James G. Bryant, State Director of the department, on behalf of Governor Earl Warren and the department.

to the grand lady of the Employment Service.

To countless people whom she has befriended over the years, Miss Lil, as she is affectionately known, will be missed more and more as time goes on.

Miss Lil has been more than a civil servant; she has been a friend, a confidante, and an advisor.

Governor Earl Warren sent the following telegram: "It is a genuine pleasure to have Senator Tom Maloney speak for me and to join with your many friends in felicitating you upon your retirement from active duty in state service. We who have known you through the years have profited by the example of loyalty and enthusiasm for your work which you have set. I know you will enjoy your well-earned retirement."

From Edmund G. (Pat) Brown came the following: "I wish I could celebrate with you and your many friends this important occasion. I regret to see you retire, however, as you are much needed in public service. Your splendid cooperation with this office is deeply appreciated by me personally and I only hope that as the years go on that you will continue to give us your valuable advice and support."

Ideal for all of us in public service. I very much regret that absence from the city prevents my expressing these sincere sentiments in person. May she enjoy many long and happy years of retirement."

Glenn Brockway of the Department of Labor read and presented a letter to Mrs. Larson from Secretary of Labor Maurice Tobin.

Congressman Franck Havenner spoke a few words of praise about Mrs. Larson as did Judge Theresa Meikle. Seated next to Mrs. Larson was her husband, Captain Hjalmar Larson, and as the compliments came a pleased smile radiated his face, and at times a tear of gratitude, twinkling unashamedly in his eye.

Many more people were on the program, but in fairness to all, their remarks were short and to the point. The toastmaster for the evening was one of Miss Lil's fellow workers, William Pierce. He gladdened the hearts of all in attendance when he announced at the conclusion of the banquet that Miss Lil would serve in an advisory capacity to the Department that has known her so well for so many years.

Ave, Lillian Hall Larson.

## CITY AND COUNTY OF SAN FRANCISCO

ELMER E. ROBINSON, MAYOR

## Directory of City and County Officers

\*Indicates vacancy

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 MAX G. FUNKE, Executive Secretary  
 DAVID E. LEWIS, Administrative Assistant  
 VAL KING, Confidential Secretary  
 JOHN D. SULLIVAN, Public Service Director

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 PATRICK J. McMURRAY, 86 McAllister St., Z.2  
 DEWEY MEAD, 1100 Steiner St., Z.23  
 J. JOSEPH SULLIVAN, 111 Sutter St., Z.2  
 JOHN J. SULLIVAN, 128 Veterans Bldg., Z.2  
 JOHN R. MCGRATH, Clerk

ROBERT J. DOLAN, Chief Asst. Clerk  
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 EDUCATION, PARKS AND RECREATION—Fazzackerley,  
 MacPhee, McMurray

FINANCE, REVENUE AND TAXATION—MacPhee, Mancu-  
 so, Mead, Fazzackerley

JUDICIARY, LEGISLATIVE AND CIVIL SERVICE—Mancu-  
 so, Gallagher, J. Joseph Sullivan

POLICE—Mead, Lewis, Gallagher  
 PUBLIC BUILDINGS, LANDS AND CITY PLANNING—

Lewis, J. Joseph Sullivan, Halley  
 PUBLIC HEALTH AND WELFARE—John J. Sullivan,  
 Lewis, Fazzackerley

PUBLIC UTILITIES—J. Joseph Sullivan, McMurray, Lewis  
 STREETS AND HIGHWAYS—Halley, Mead, John J. Sul-  
 livan

RULES—Christopher, Mancuso, Gallagher

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## TREASURER

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 FRANK T. DEASY.....City Hall, Z.2  
 PRESTON DEVINE.....City Hall, Z.2  
 TIMOTHY I. FITZPATRICK.....City Hall, Z.2  
 THOMAS M. LEWIS.....City Hall, Z.2  
 FRANKLIN A. GRIFFIN.....City Hall, Z.2  
 I. L. HARRIS.....City Hall, Z.2  
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 HERBERT C. KAUFMAN.....City Hall, Z.2  
 SYLVIA V. LEVY.....City Hall, Z.2  
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 THERESA MEIKLE.....City Hall, Z.2  
 TWAIN MICHELSEN.....City Hall, Z.2  
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 MILTON D. SAPIRO.....Hall of Justice, Z.2  
 CHARLES W. SCHARF.....Hall of Justice, Z.2  
 DANIEL R. SHOEMAKER.....Hall of Justice, Z.2  
 WILLIAM T. SWEIGERT.....Hall of Justice, Z.2  
 ALBERT C. WOLLENBERG.....Hall of Justice, Z.2  
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 480 City Hall, Z.2, UN 1-8552

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 MATTHEW F. BRADY.....City Hall, Z.2  
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 LEO A. CUNNINGHAM.....City Hall, Z.2  
 JOSEPH M. DEBEN.....City Hall, Z.2  
 JOHN J. McMAHON.....Hall of Justice, Z.2  
 J. B. MOLINARI.....City Hall, Z.2  
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 ALVIN E. WEINBERGER.....City Hall, Z.2  
 IVAN L. SLAVICH, Clerk and Secretary,  
 301 City Hall, Z.2, KL 2-3008  
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 305 City Hall, Z.2

TRAFFIC FINES BUREAU, 164 City Hall, Z.2, KL 2-3008  
 JAMES M. CANNON, Chief Division Clerk

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 JAMES F. ALLEN, Secretary

DAVID F. SUPPLE, Consultant-Statistician

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JOHN L. KAVANAUGH, Adult Probation Officer

Adult Probation Committee

Meets at call of Chairman and 2nd Thursday each month

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KENDRICK VAUGHN, Secretary, 60 Sanome St., Z.4

REV. MATTHEW F. CONNOLLY, 349 Fremont St., Z.5

RAYMOND BLOSSER, 670 Mondnock Bldg., Z.5

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MAURICE MOSKOWITZ, 2900 Lake St., Z.21

RICHARD NASSER, 25 Taylor St., Z.2

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Juvenile Probation Committee

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MARIAN T. FETT, Confidential Secretary

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WREN MIDDLEBROOK, Chief Assistant Controller

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DONALD W. CLEARY

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ROBERT B. HOWARD, 321 Francisco St., Z.11

OSCAR LEWIS, 2740 Union St., Z.23

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ANTONIO SOTOMAYOR, 3 Le Roy Place, Z.9

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GEORGE D. HART, Pres. Public Library Commission

PAUL VERDIER, Pres. Calif. Palace Legion of Honor

LOUIS SUTTER, Pres. Park Commission

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 Prevention and Investigation

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JAMES ENGLISH, Chief of Inspectors

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MICHAEL F. FITZPATRICK, Sec'y to Dept.

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RALPH J. MCGILL, 840 Ulloa St., Z.16

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SAM MCKEE, 2812 Mission St., Z.10

VICTOR S. SWANSON, 1095 Market St., Z.3

R. J. MacDonald, Secretary

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 VINE, Manager, 425 Mason St., Z.2, PR 5-7000

HETCH HETCHY SYSTEM—A. O. OLSON, Chief En-  
 gineer and Gen. Mgr. 425 Mason St., Z.2, PR 5-7000

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 FANNING, Dir., 2301 San Jose Ave., Z.12, FI 6-3633

MUNICIPAL RAILWAY—WILLIAM H. SCOTT, Man-  
 ager, 2600 Geary St., Z.18, FI 6-3636

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 Superintendent, South San Francisco, JU 5-0345

WATER DEPARTMENT—GEORGE W. PRACY, Gen-  
 eral Manager, 425 Mason St., Z.2, PR 5-7000

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MRS. BERNARD L. HECHINGER, 1340 Lombard St., Z.9  
ANTHONY L. NORIEGA, 230 Jones St., Z.2  
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F. P. AGOST  
RONALD H. BORN, Director, Public Welfare  
MRS. EULALIA SMITH, Secretary

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FRED D. PARR, 1 Dinnem St., Z.11  
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MICHAEL J. BUCKLEY, 311 California St., Z.4  
PETER BERGUT, Lombard and Battery Sts., Z.11  
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WILLIAM J. SIMONS, Exec., Secretary to Gen. Man.  
EDWARD McDEVITT, Secretary to Commission  
JOSEPHINE D. RANDALL, Supt. Recreation  
61 Grove St., Z.2, HE 1-2121  
JULIUS L. GIROD, Supt. Parks  
McLaren Lodge, G.G. Park, Z.17, SK 1-4866

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100 Larkin St., Z.2, HE 1-2121  
Meets first and third Tuesdays each month at 4:00 P.M.  
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## CONVENTIONS ARE BIG BUSINESS IN SAN FRANCISCO!



# NEW MONEY!

## Convention & Tourist Bureau's Efforts Bring New Millions to City Yearly

**FIGURES PREPARED** by the Convention and Tourist Bureau for its 1950 annual report prove conventions are Big Business in San Francisco. Approximately 130,407 delegates will have been welcomed by the smiling registration girls provided by the Bureau as one of its many services to conventions. Experience shows each delegate spent \$24.15 each day of his average five-day stay in the city.

### HUGE TOTAL

The total of "new" money left here by convention-goers in 1950 is estimated at an outstanding \$15,746,645. However, Mr. W. Lansing Rothschild, President of the Convention and Tourist Bureau, points out that this is a decrease from last year's \$22,129,189 and is a sign the whole city must get behind the Bureau's efforts to bring all possible conventions to the city.

"During the past three years the Bureau staff was so busy giving service to conventions lined up during the war years," Mr. Rothschild says, "it was impossible to concentrate properly on the all-important sales angle. Unlike private business, gross revenue does not go up with the volume of business done by the Bureau. In our record-breaking three years we brought millions into the city, but very little additional cash into our own till.

"Indeed," he continues, "we might almost shout 'We was robbed!' for the conventions' service requirements DID rob the staff of valuable time in which to go gunning for new conventions. Many are lined up for the next three years, to be sure, but more can be handled and must be brought

here," Mr. Rothschild concluded.

Despite the current slackening-off in conventions scheduled, the Bureau need only look back less than ten years to prove progress has been made in informing the world of San Francisco's desirability as a convention site. In 1941 the total estimated convention money left in San Francisco amount to only \$2,866,860. Despite an almost complete lapse in convention activities during the war years the Bureau kept right on plugging and it was largely due to this effort that the post-war years were so successful.

### FUNDS NEEDED

Realization of conventions' importance led a group of public-spirited citizens, headed by Mr. George D. Smith, general manager of the Mark Hopkins Hotel, to a swift and successful effort to increase the Bureau's revenue. They were able to show many other business men how they profited, as does everyone in the city, and they, too, joined in the effort. However, the results of this new financial support cannot be produced overnight and it will be 1953 before the conventions being negotiated now are actually held. Most groups schedule their meetings at least

Although adequate to meet needs of former years, San Francisco's facilities now fall far short of the demands of the great modern national convention. Additional space must be provided to keep these conventions coming to San Francisco.



W. LANSING ROTHSCHILD

Hard Working President of San Francisco's Convention & Tourist Bureau

two years, and often three years ahead.

The Convention and Tourist Bureau is the city's sales and service agency in the visitors' field. It solicits and books conventions; juggles conflicting dates; arranges for sleeping and meeting room accommodations and serves with, or

as, a local arrangements committee to set up smooth-running meeting schedules and entertainment activities. Every convention has specialized requirements that demand personal attention of the various Bureau departments.

Privately supported by dues-  
(Continued on next page)



Conventions!

(Continued from page 14)

paying members of the business community, the Bureau has been functioning since 1909 with, however, additional contributions from the City and County Publicity and Advertising Funds administered now by Chief Administrative Officer Thomas A. Brooks. Member's assessments are based on a sliding scale determined by the type and volume of business conducted by the member. Many are engaged in lines which have no direct contact with the visiting public, but they realize customers they do serve depend on visitors so they join in this community effort.



THOMAS A. BROOKS

Chief Administrative Officer of the City and County of San Francisco and Able Director of Convention & Tourist Bureau.

Once convention money is received in San Francisco it "multiplies." Federal Reserve Bank figures show a dollar changes hands here at an annual rate of 20.2 times in present conditions, in comparison to a national average of 18.7 times. A dollar spent on Fisherman's Wharf today is spent again tomorrow in the Mission, for the original recipient does not hold on for long to the money spent with him. He has payrolls and taxes to meet and supplies, services, utilities and numerous other items to buy.

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View of Civic Auditorium looking across Civic Center. San Francisco's public plaza, with constantly changing arrangements of floral displays, adds additional pleasant atmosphere to the city's other enchantments.

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## San Francisco's Parking Authority Plans Measures for Needed Relief

**T**HE PARKING AUTHORITY of the City and County of San Francisco was activated on October 5, 1949, by a declaration of necessity by the Board of Supervisors, approved by Mayor Elmer E. Robinson, in conformity with the California State "Parking Law of 1949."

The Authority has the responsibility of providing additional off-street parking facilities in San Francisco in the interest of the public health and safety and the convenience of the motoring public. Its powers stem from the declaration of necessity of both the State Legislature and the San Francisco Board of Supervisors which state that "the supplying of additional parking facilities and the performance of all undertakings incidental thereto are public uses and purposes for which public money may be spent and private property acquired and are governmental functions."

### PLANNED PROGRAM

In accordance with its policy announced shortly after its inception, and indications based on subsequent experience, the Authority expects that new off-street parking facilities to be constructed under its program will be largely financed and constructed by private enterprise. In the event bids are not forthcoming on this basis, the Authority will, as previously announced, construct the new facilities as a public service. They will then be leased for private operation. It is anticipated that the new parking facilities will be economically self-supporting and place no burden on the taxpayers.

St. Mary's Square, enlarged according to a plan adopted by the Authority, will be the location for project No. 1.

St. Mary's Square Garage is expected to provide a parking capacity of from 700 to 1000 stalls.

Tentative plans for the garage call for entrances and exits on all levels. They will be located on Pine Street, California Street and Kearny Street. The Kearny Street entrance will provide a level accessway for patrons from the financial district.

### ADDITIONAL PROJECTS

The Authority has two other projects in the preliminary study stage at this time. They are a proposed underground garage beneath Civic Center Plaza and a proposed parking lot on Bartlett Street between Twenty-first and Twenty-second Streets to serve the Mission Street retail shopping district. Traffic studies to determine the economic feasibility of these projects are in process by the City Engineer.

The particular emphasis of the Authority on the study of the possibility of underground garages in San Francisco is occasioned by the desire to utilize publicly owned land without the necessity of removing appreciable amounts of property from the tax roll, as well as the fact that underground gar-



VINING T. FISHER

ages may serve an alternate use as bomb shelters in an emergency.

The Authority has already begun to lay a foundation for a city-wide plan of off-street parking facilities which its full program must embrace.

Although a separate legal entity, the Parking Authority enjoys the benefit of the assistance and advice of Mayor Elmer E. Robinson, the Board of Supervisors, City Attorney, Chief Administrator, Controller, City Planning, City Engineer, Public Works and other Civic offices. With such cooperation, it is confident of success in providing more automobile parking for the people of San Francisco.

## Two Counties Have Record Registration

All-time voters' registration figures have been released by the clerks of San Mateo and Contra Costa counties.

The total in San Mateo county: 118,777, an increase of 13,691 over the 1948 election. The breakdown showed 62,082 Democrats and 51,795 Republicans.

The total in Contra Costa county: 126,980. This includes 80,269 Democrats and 41,913 Republicans.

Visitors attended the 1950 California State Fair from nearly every part of the United States.

## Vining T. Fisher

General Manager of the Parking Authority, City and County of San Francisco

**VINING T. FISHER**, General Manager of the Parking Authority of the City and County of San Francisco has had wide experience in public affairs.

As Manager of the Downtown Association of San Francisco at the time that organization proposed a Parking Authority for San Francisco, Mr. Fisher served as assistant to the Mayor's Citizens Committee on Off-Street Parking and was active at the legislative session which enacted the Parking Law of 1949. He assumed his present office on November 30, 1949.

Mr. Fisher was born in Ohio but has been a resident of San Francisco for more than twenty-five years. He is a graduate of Orville (Cal.) Union High School and the University of California. He became Manager of the Downtown Association in 1941. Prior to that he was Secretary of the Mission Street Merchants' Association. Both of these groups hold an enviable position among civic and fraternal bodies in San Francisco.

As an earnest student of municipal problems for many years, Mr. Fisher is acutely conscious of the economic importance of adequate parking accommodations in the crowded commercial areas of our city.

Mr. Fisher is married and has three sons. The family home is at 869 Thirtieth Avenue.

## San Francisco High Schools Offer Driving Trainnig

Instruction and practice in automobile driving have now been made available in all San Francisco high schools through the loan of ten new dual-control automobiles.

Nine new Fords and a Pontiac, furnished by local dealers, were presented to Superintendent of Schools Herbert C. Clish at a ceremony held in the Civic Center Plaza, recently.

The ten cars have been loaned to the San Francisco Unified

School District for the current school year without cost other than necessary insurance and operating expenses.

The new cars have been assigned to the city's high schools as follows:

Mission High School, two Fords, loaned by S. & C. Motors.

Polytechnic High School, two Fords, loaned by Cecil A. Whitebone Midtown Motors.

Lowell High School and Abraham Lincoln High School, a Ford each, both cars loaned by William L. Hughson Company.

Commerce High School, a Ford, loaned by Doherty Brothers.

George Washington High School, a Ford, loaned by Geary Motors.

Galileo High School and Girls High School, a Ford, loaned by Berl Berry Motors, Inc.

Balboa High School, a Pontiac, loaned by Turman Pontiac Company.

Automobile driving classes for high school students and for adults will be held at all high schools from 3 to 10 p.m. daily, and all day Saturday.

Arrangements for the loan of the cars were worked out with Ford and Pontiac zone offices by Joseph M. Galvin, consultant for Driver Education and Practice Driving Instruction for San Francisco Public Schools.

Each car is equipped with dual brake and clutch controls enabling the instructor to retain full command of the car at all times while a student driver is at the wheel. These controls, designed by the American Automobile Association, were furnished to the dealers at cost through the California State Automobile Association, which is cooperating with secondary schools in the driver education and practice driving programs. The CSAA also assists with textbooks and supplementary material for classroom instruction, including the loan of psycho-physical devices used to test mental and physical capabilities having to do with automobile driving.

Present at the ceremony were Bert W. Levitt, President, Board of Education; Dr. Herbert C. Clish, Superintendent of Schools; Joseph M. Galvin, Driver Education Consultant for San Francisco Schools; Police Captain Jack Eker, Director of Traffic; Gene Cummins, Assistant Safety Education Officer California Highway Patrol; Sergeant George Tobin, California Highway Patrol; Edwin S. Moore, Public Safety Department, California State Automobile Association.

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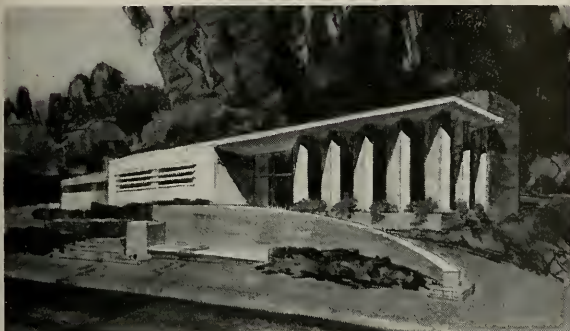
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## Branch Library for Parkside



Sometime next summer residents of Parkside District are expected to dedicate a fine modern Branch Library, thus culminating the efforts of various civic groups and civic-minded individuals over a period of years, to secure this needed advantage for the district. Photo above (left) shows artist's sketch of Branch.



In picture above (right) taken during recent ground-breaking ceremonies, Mayor Elmer E. Robinson is shown holding golden shovel with which first earth was turned. At left, Lloyd Piercy, president of Parkside Improvement and Mrs. Piercy happily aid in exercises. Charming Mrs. Robinson, Librarian Lawrence J. Clarke and Library Commissioner Evelyn LaPlace complete group at speaker's stand.

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## Mayor Okehs New Battalion Chiefs

Mayor Elmer Robinson has approved a request from the Fire Commission for two new battalion chiefs selected from the Civil Service list to replace two assigned full time to Civilian Defense work.

The new battalion chiefs will be Capt. Leo Olson and Capt. Clarence Rosenstock, both of whom have been acting chiefs. They will replace Batt. Chiefs Jesse McLendon, chief of aircraft observers, and Henry Lindecker, in charge of the fire reserve program. The action will require an appropriation of \$7,725 for the balance of the year for higher salaries. There already are 37 battalion chiefs in the department.

## Highway Fund

San Francisco will receive \$584,697 as its county quarterly share of the \$40,405,976 highway users

tax fund, State Controller Thomas H. Kuchel stated recently in Sacramento.

Of the total, \$13,174,814 went to counties, \$5,183,312 to cities and \$22,047,850 to the state highway fund. City distribution will be announced later.

Other Bay Area county allocations: Alameda, \$646,822; Contra Costa, \$251,952; Marin, \$85,688; San Mateo, \$222,841; Santa Clara, \$304,935.

## E. B. Committee Seeks Additional Water Supplies

EMPOWERED TO make surveys and studies necessary to the development of additional water supplies for distribution to agriculture and industry in Alameda County at the lowest practical cost, a special committee on industrial water has been appointed by the Land Development Committee of Alameda County, Nat Edwards, General Chairman, has announced.

Already in action, the committee is composed of the following:

John B. Wood, E. K. Wood Lumber Company, Chairman; G. C. Coffee, Pure Carbonic, Inc.; John I. Hennessy, Associated Home Builders of Greater East Bay, Inc.; Charles P. Howard, Howard Terminals, D. S. Manuel, Demar Investment Company, Thomas L. Melgard, Pabco Products, Inc.; B. E. Monroe, Standard Brands, Inc.; and J. E. O'Brien, California Packing Company.

William J. O'Connell, Western Manufacturers Bureau was named engineer consultant to the special committee and Fred O. Wiren, Executive Secretary of the Land Development Committee, as Committee Secretary.

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November 1, 1950

## Big Increase In Air Mail Here

Air mail in the San Francisco  
post office last month jumped 66.2  
per cent over October, 1949, Post-  
master John F. Fixa announced.

In weight, the local office handled  
1,029,153 pounds against 618,-  
945 for the same month last year.

Stamp sales jumped from \$1,-  
676,806 to \$1,912,944, a 14 per cent  
increase. Parcel post, on the other  
hand, was down 1.2 per cent in  
volume.

## Two Bay Airports Will Get U. S. Funds

San Francisco and Oakland air-  
ports will be among 186 through-  
out the nation receiving money  
under the Federal Aid Airport Pro-  
gram next year, the Civil Aero-  
nautics Administration has re-  
vealed.

San Francisco's share will be  
\$1,378,216 and Oakland's, \$345,000.  
Thirteen other California ports are  
due to get a total of \$2,301,346.

All 186 projects will cost an es-  
timated \$51,023,618, according to D.  
W. Nyrop, CAA administrator. The  
Federal Government will distribute  
\$24,838,910, with local or state  
sponsors supplying the remainder.

## W. P. Using 1-Car Train to Salt Lake

Western Pacific has placed  
streamlined, stainless steel self-  
propelled diesel rail cars in service  
between San Francisco-Oakland  
and Salt Lake City. The cars will  
run three times weekly and replace  
existing local trains.

## Chinese Drum Corps Celebrates 10th Birthday

A unique San Francisco institu-  
tion, the St. Mary's Chinese Girls  
Drum Corps, is currently celebrat-  
ing its 10th Anniversary. Under  
the direction of the Reverend Don-  
ald F. Forrester, C.S.P., director  
of the Catholic Chinese Mission,

the Drum Corps has become part  
of San Francisco's color.

Far afield it has won acclaim for  
the city by traveling up and down  
the state and even going beyond  
our border into Mexico. Many  
changes in personnel have occurred  
during the decade, but the Corps  
is determined to keep the high  
standards it has set for itself—and  
which are expected by its enthu-  
siastic public, as it enters its sec-  
ond decade of public service.

We salute the Corps.

## 5 FROM BAY AREA TO SERVE ON ARMY ADVISORY BOARD

Five prominent San Francisco  
Bay Area industrialists and two  
Pacific Northwest bankers have  
been named to a newly formed  
board which will advise the Army  
on local industrial problems and  
mobilization planning applicable to  
the Ordnance Corps.

The members, who will perform  
their duties as a patriotic service  
without compensation, will serve  
as advisors to Dean Witter, chief  
of the Army's San Francisco Or-  
dnance District, and to Major Gen-  
eral E. L. Ford, USA, Chief of  
Ordnance.

Under the chairmanship of Sam-  
uel Kahn, president of the Market  
Street Railway, the board includes:

A. Harry Brawner, president  
W. P. Fuller and Company; T. S.  
Petersen, president of the Stand-  
ard Oil Company of California;  
Harrison H. Fuller, president of  
Bethlehem Pacific Coast Steel Cor-  
poration, all of San Francisco; Lin-  
gan A. Warren, president of Safe-  
way Stores, Inc., of Oakland; E. C.  
Sammons, president of the United  
States National Bank of Portland,  
Ore., and Lawrence M. Arnold,  
chairman of the board of the Se-  
attle First National Bank, Seattle,  
Washington.

## Giannini to Head March of Dimes

For the second consecutive year,  
Lawrence Mario Giannini, Bank of  
America president, will head the  
March of Dimes in California.

Basil O'Connor, president of the  
National Foundation for Infantile  
paralysis, announced in New York  
that Mr. Giannini had accepted the  
1951 California chairmanship.

The banker, who keeps resi-  
dences at 945 Green St., San Fran-  
cisco, and 29 Atherton Ave., Ath-  
erton, will co-ordinate the state  
fund-raising activities.

Included in his activities are  
memberships in the California Bar  
Association, the Bar Association  
of San Francisco and numerous  
civic and fraternal organizations.  
He also is on the board of directors  
of many financial institutions  
throughout the country.



# BRIDGE OFFICER TAKES OATH

**MAURICE MOSKOVITZ**, real estate man and civic leader, was given the oath of office as a San Francisco director of the Golden Gate Bridge by Superior Judge Herbert C. Kaufman.

Moscovitz, recent appointment by the board of supervisors is effective December 24.

The new director pledged himself to a business-like administration of bridge affairs.

"I shall urge," he said, "that the bridge directors cut out all parties and banquets and run the bridge



**MAURICE MOSKOVITZ**  
Director G. G. Bridge

strictly on a business basis.

"I intend to urge also that all sessions of the bridge directors be thrown open to everybody who wishes to attend."

Moscovitz said, too, he would work for reduction of the 40-cent casual toll to 25 cents. He did not mention commuters, or explain how he thought the casual rate cut would be financially possible.

## FUNDS ALLOTTED FOR S. F. COLLEGES

The State Public Works Board has approved allocation of \$8,505,000 for construction of a Medical Sciences Building at the Parnassus Ave. medical center of the University of California and \$2,457,000 for San Francisco State College.

The Medical Sciences Building will incorporate an expansion of dental clinic facilities. The State College appropriation includes \$1,024,000 for a Music and Speech Building addition, \$365,000 for a cafeteria addition, \$282,000 for an administration building addition, \$704,000 for utilities and ground improvements and \$82,000 for class room building.

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**J. W. McFARLAND**

(Continued from page 7)

San Francisco Bay, presents a difficult problem for water distribution. Water is stored in 102 reservoirs and tanks spread over a 200 square mile area. Many pumping stations are necessary to lift the water to a maximum elevation of almost 1,500 feet. The total capacity of these distribution reservoirs is approximately 370,000,000 gallons of filtered water.

Four large storage basins at San Pablo, Upper San Leandro, Chabot and Lafayette, with storage capacity of 33 billion gallons, serve as terminal reservoirs for the Mokelumne supply. This is equal to approximately 300 days' supply.

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In 1945, after years of study and survey, the citizens of the East Bay cities of Alameda, Albany, Berkeley, Emeryville, Oakland and Piedmont voted to create Special District No. 1 of the East Bay Municipal Utility District for the express purpose of correcting the unsanitary and unpleasant sewerage situation created by the discharge of raw sewage into the Bay and Estuary. This \$23,500,000 construction program is now 65 per cent complete, with 80 per cent of all contracts let. It will eliminate the obnoxious odors experienced particularly by those who drive along the East Shore Highway. Skirting the east shore of San Francisco Bay, and paralleling the Estuary on both the Oakland and Alameda sides, twenty-one miles of intercepting sewers will receive the sanitary sewage from the six cities which make up Special District No. 1, and carry it to a treatment plant adjacent to the San Francisco-Oakland Bay Bridge approach. After treatment, the effluent will be discharged into the deep waters of San Francisco Bay more than a mile offshore. It is expected the project will be in operation by the middle of 1951.

Obviously, the direction of an organization as large and complex as the Utility District places severe demands on the time of John W. McFarland. However, because of his administrative ability, plus a competent staff and loyal employees, he is able to participate in a variety of civic and business affairs. McFarland is a past officer of the Society for the Advancement of Management. He was elected as secretary-treasurer, business management division of the California section, American Water Works Association, at its San Diego convention in October of this year. He also is active in various management and labor relations organizations in the Bay Area. He is a member of the Athenian-Nile Club, the Kappa Alpha Fraternity, and the Orinda Country Club. His home is in Orinda, where he resides with his wife, Kathleen, and their two children, Mary, 9 and Scott, 7.

**Bay Area Study Shows S. F. Stock Exchange Second Largest in Nation**

**A**DDDED EMPHASIS on the position of the Bay Area as financial center not only of the West but its recognition in Eastern financial circles was given today in a study by the Bay Area Council. From a small trading organization dealing in local railway, bank, explosives, water and mining stocks to the nation's second largest regional exchange on the record so far this year, and largest exchange west of the Mississippi, listing securities of major national as well as western corporations, is the impressive history of the San Francisco Stock Exchange.

"For more than sixty years the Exchange has functioned as an integral part of the business life of the Pacific Coast," Mr. Ronald Kaehler, President of the Exchange said. "Early in the 80's the Exchange began to play its part in the building of this Area financially and industrially and will continue to serve the investing public."

Commenting on the study, Mr. William Waise, Chairman of the Council, said:

"The value of the San Francisco Stock Exchange to the industrial development of the Area cannot be emphasized too highly. The active trading in which the Exchange engages, the steady advancement of its security listings and dollar volume have done much to establish the confidence of Eastern firms seeking industrial investment in the economic soundness of the Area."

In the first seven months of 1950 40 per cent more shares were handled than in the twelve months of 1940, indicating a possible 1950 rate over twice the business transacted in 1940. More shares were handled in the last five years than in any other five-year period, except the record pre-crash years of 1925-29.

The market value of shares traded increased by 75 per cent in the first seven months of 1950 as compared to the entire year 1940, indicating an annual rate over three times that 10 years ago.

Number of securities listed has increased each year since 1935, except for the five war years, and as more evidence of the Bay Area's position as a financial center the study points to the increase in number of national corporations listed on the Exchange. One hundred and ninety-two stocks and 19 bonds were listed in July, 1950.

Among firms listed are such national giants as Abbott Laboratories, American Tel. & Tel., Bendix, Celanese, Columbia Broadcasting, Dow Chemical, General Motors, Libby, McNeill & Libby, Magnavox, as well as the many enterprising local corporations such as Cal Pack, Crown Zellerbach, Di Giorgio Fruit, Emporium Capwell, Food Machinery and Chemical, Hunt Foods, Leslie Salt, Oliver Filters, and S. & W. Fine Foods.

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## WHIT HENRY

(Continued from page 3)

ball 50 yards with apparently no effort. Wouldn't such a contest add more color to the Shrine football game?

\* \* \*

I DO NOT CLAIM to be a poet but I do like to experiment with doggerel. Here are some of my experiments:

Defending halfbacks do not laugh,  
At passes thrown by Sammy  
Baugh.

While sitting in a patio,  
A student studied ratio.

Most people like to sit and watch,  
A television wrestling match.

A man should do this now--not  
later,  
Purify his drinking water.

I do not like to ride on buses,  
Using old and worn out fuses.

A nest upon a swinging bough,  
Can make a bird's life mighty  
rough.

A cook should always scrub and  
wash  
His pans when making corn beef  
hash.

And if you ever have the same  
urge you might try rhyming  
waffle and baffle, or been and  
keen, and so on ad nauseum.

\* \* \*

TAXI RATES in San Francisco are too high. When there was a maximum charge of \$1.50 within the city limits, people west of Twin Peaks could afford to use the cabs upon occasion. With the removal of the rate, the cost is prohibitive to many people in the outer areas. If the cab companies were losing money at the old rate it would be justifiable but such was not the case. May I suggest that interested people in the cab companies study the economic law of diminishing returns, or ask any college Freshman the answer?

\* \* \*

LIKE MOST READERS of newspapers my day isn't complete unless I read the comics. One of

my favorites is Gordo who appears daily in the "Chronicle." Certain it is that Gordo's creator does more to cement goodwill between Mexico and the United States than all the editorials on the same subject. And what a fine sense of humor he has. Three cheers for Gordo. And I still hope that sometime soon Mutt and Jeff will come home which is the "Chronicle," where Bud Fisher started his career.

\* \* \*

WITH LOCAL CRABS again in season, San Francisco gourmets are enjoying this favorite delicacy. Here is a good recipe for deviled crab, Baltimore style:

¾ cup white sauce  
2 egg yolks beaten  
2 cups crab meat  
1 teaspoon prepared mustard  
1 tablespoon lemon juice  
1 teaspoon Worcestershire or  
2 tablespoons sherry wine  
Dash of cayenne  
¼ cup cooked mushrooms  
½ cup fine breadcrumbs  
1 teaspoon parsley

Add hot sauce gradually to beaten egg yolks, stirring constantly. Add crab meat and heat through. Add mustard, lemon juice, Worcestershire sauce or sherry wine, and mushrooms and onions and transfer to oiled shells or individual ramekins. Sprinkle lightly with buttered crumbs and parsley and brown in hot oven (450 degrees F.) five minutes. Serve hot. This serves 6 portions.

\* \* \*

WHERE IS CALIFORNIA'S largest Christmas tree? I don't know if anybody cares, or if any person claims that distinction for his Yuletide exhibit, but for sheer size I nominate the eastern slope of Mount Tamalpais where the lights of the homes of Corte Madera shine a welcome beacon to all who drive along Highway 101, between here and San Rafael. When next you are driving on that stretch of the highway, don't fail to look at the sight. It is especially beautiful when driving south and as the homes rise on the hill to a point, they resemble a beautifully lighted Christmas Redwood.

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LUM WONG

**PAUL A. BISSINGER**

(Continued from page 6)

up with a sane, sensible and equitable plan for operation of San Francisco Harbor that seems to have declined a bit during the years under the administration of the State Board of Harbor Commissioners.

He has gone out of his way to encourage the elimination of certain charges that have driven trade from the docks. As an example of his interest in this problem, he personally signed more than a thousand letters to shippers explaining the advantages of the new rate schedules. The signing of a thousand letters is no mere fete of endurance no matter what the reason.

So far, the port drive has been successful. But Bissinger is sincerely careful not to claim sole and exclusive credit for the achievement.

He praises those who ordinarily win praise for participation in such an undertaking. But his voice takes on a bit more enthusiasm when he commends labor for its contribution to the investigation.

The way he gives the commendation leaves the impression that the President of the San Francisco Chamber of Commerce knows labor is a fully-accredited member of San Francisco's Board of Directors. This attitude is distinctive and strikingly indicative of the community's growth toward maturity during the last ten years.

His long-range concern is divided into two subjects, distinctive yet similar and mutually beneficial.

He believes the years will prove the Chamber's conclusion that the nine-county San Francisco Bay Area is one economic unit and eventually will be given that single identity through governmental consolidation. He knows that the

achievement will not be recorded for a number of years, perhaps for generations, but he is convinced that it is inevitable.

To speed this consolidation, he has continued and strengthened a Chamber policy of using the resources of the organization for the good of the entire area. He has done this because he knows that what is beneficial to the residents and cities and towns of the Bay Area, ultimately has a beneficial effect on the lives and fortunes of the citizens of San Francisco.

As an example of how this policy works, he has explained:

"When there is a chance for establishment of a new factory or industry in the West or on the Pacific Coast, the Chamber tries to win it for San Francisco.

"Now, it is obvious that San Francisco cannot have all the new industry that is coming to the West. There is the matter of land limitation, for example, which is something of a handicap.

"So, when we know that we cannot supply the needs of the potential buyer, we use our energy to win these payrolls and markets for the Bay Region and Northern California.

"That way, other communities are benefited and San Francisco benefits, for San Francisco is the trading headquarters of the entire area."

The policy seems to pay dividends.

Investment in new factories and expansions in San Francisco during the first nine months of the (Continued on next page)

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## PAUL A. BISSINGER

(Continued from page 22)

year totaled \$79,000,000; the same type expenditure in the Metropolitan Los Angeles area totaled but \$62,000,000.

He is enthusiastic about the far distant future of San Francisco—if the world ever settles down to peace so trade and commerce may flourish. In the Pacific, he believes, are the great markets of the future—China, the Philippines, the Commonwealth nations of Australia and New Zealand. He is convinced that through the Golden Gate will move the greatest portion of this trade—with San Francisco benefiting.

### SPECIAL EFFORT

To be ready to meet this challenge of the future, the Chamber has made a special effort to become acquainted with the leaders of the future, the 1,800 foreign students who are now studying in the Bay Region. It also is possible that the Chamber will send a good will trade expedition on a 15,000-mile jaunt within a few months, to Australia and New Zealand.

These are but the highlights of Bissinger's Chamber work. When he becomes a past president of the organization, he intends to take time out for a while from his civic duties.

For one thing, he wants to become re-acquainted with his family. He is determined on this subject and is just as determined about another facet of his future:

"I have no intention of entering politics," he says.

### SOFT SPOKEN

A soft-spoken individual, who probably fired a .45 automatic into the ground behind him when he wasn't expecting the detonation, Bissinger talks easily of his work and what he has tried to do for the community during his year as president of the Chamber of Commerce. On that subject he seldom is at a loss for a word.

But when he is asked why he devotes so much of his time and energy to a task that establishes him as a target for not too discriminating sharpshooters, he becomes a bit tongue-tied in an essentially modest sort of way.

He says he does it because he believes it is his duty.

As he explains, he almost tangles his discourse in a skein of cliches that have been used to describe positive motives for generations. But the essentials of the philosophy that inspire him to give his time and money may be found in these words:

"I love San Francisco and feel I have a high stake here and I enjoy doing a tough job. I like people and I like to meet people."

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# CITY-COUNTY RECORD

Vol. 18 — No. 1  
JANUARY, 1951

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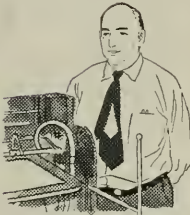
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**ERNEST JOSEPH TORREGANO**  
**President, San Francisco Planning Commission** (See story on Page 5)

## Meet our snowman . . .

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This is Charles Hillis of San Jose, one of San Jose's pioneer printers. Along with nearly 170,000 other investors, he has put part of his savings in P.G. and E. stock. Through this investment we have been able to build the dams, powerhouses and miles of line necessary to develop the hydroelectric resources of the State and bring you electricity at rates among the lowest in the whole nation.



Meet Russell Keene, our snowman. Russ and other hydrographers go annually into the snow country to measure the pack. Russ plunges a 20-foot aluminum tube into the snow, then weighs it to determine the water content of the snow it brings up. From these measurements our hydro-engineers can estimate within 10% how much water will be available after the Spring thaws. Russ works out of Fresno. He was a ski-trooper in the last war, has been with us 5 years. In the background is one of the helicopters that can, in a matter of hours, land a snowman in rugged country that would take weeks to reach on skis.

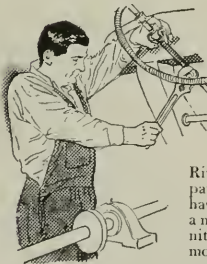
A lot of your next year's electricity and water supply are now shining snow packs high in the Sierra. Each year we send men by ski or helicopter to measure the water content of these packs so we can determine the reserve as a guide to control of the runoff in some 122 P.G. and E. lakes and reservoirs and 779 miles of canals. By this means we conserve every drop possible.

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Dear Mr. Allen:

As the year 1950 draws to a close, I wish to convey to you on behalf of the Board of Directors and the staff of the East Bay Municipal Utility District our sincere thanks and appreciation for the splendid cooperation of the City-County Record throughout the past year.

The excellent news coverage received from your fine publication has been of great assistance in our efforts to continually inform East Bay residents of the activities and progress of their Utility District.

It is our constant desire to merit the continued support of your organization in our efforts to direct the affairs of this publicly-owned utility.

We extend to you and your staff the Season's Greetings, with every good wish for a prosperous New Year.

Sincerely

LOUIS J. BREUNER  
President, Board of Directors  
East Bay Municipal Utility District

LJB:mr

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VOL. 18 — No. 1

JANUARY, 1951

**Around and About**

By WHIT HENRY

PART OF AN OLD SONG by scoops.

the late Gus Edwards goes: "I would have free soda fountains, and I'd buy you ice cream mountains, if I were a millionaire."

Not free, but nevertheless fabulous, is Jim Denny's appropriately named store, Ice Cream Land at 2159 Junipero Serra Boulevard in Daly City. All a child under 6 has to do is to walk in and receive a cone free. For 50¢ an adult can get all the ice cream he or she can eat; and believing that variety is the spice of life there are 65 different flavors on sale at all times!

Denny is a loyal University of California alumnus and one of his sundae is a California Special which sells for \$2.50. The description of this sundae is "It's got everything." Listed immediately under it on the blackboard which serves as a menu is the "Stanford Bowl"—Includes little or nothing. Free to A.S.S.U. card holders."

Every week a \$5 prize is given to the person who eats the most ice cream at one sitting and every month the high point winner gets \$10. The grand champion at this time is Tom Story who downed 32

Denny is planning a contest  
(Continued on Page 22)

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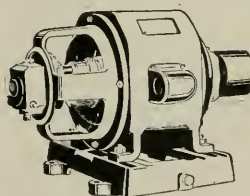
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# ERNEST JOSEPH TORREGANO

## President Planning Commission City and County of San Francisco

By WILLIAM FLYNN  
Special Writer — The Record

**P**RESIDENT ERNEST JOSEPH TORREGANO of the City Planning Commission is an individual who has the knack of inspiring controversy. He also has the complete confidence of Mayor Elmer E. Robinson; so, naturally, he wins more often than he loses.

Another of those individuals who govern San Francisco because of considerable natural ability and the accident of friendship and circumstance, Torregano is going to be considerably more in the public eye in the near future.

His disputes over the 25-foot lot restriction and the debate concerning just who is running the to be inept and uninteresting curtain raisers when the Fairmont Hotel addition main event starts.

In that contest, the Mayor's man on the Planning Commission will not be facing unimportant people. Such titans as Ben Swig of the Fairmont and George Smith of the Mark Hopkins are the main battlers. Seconds for the latter include those odd characters who inhabit the squat Pacific Union Club on Nob Hill.

### NO-QUARTER BATTLE

It will be a no-quarter battle; on a high plane, of course, but still rather rugged.

Torregano and other members of the City Planning Commission will find themselves belabored from all directions. There also will be a number of attempts to convince them with friendliness, such as duck dinners at an exclusive hotel. They will sit through lengthy oratorical hearings, complete with charts and statistics and sentimentality and finally make a decision. Whatever they do, someone is going to be angry, that's for sure.

The individual most likely to be ruled the loser is Smith. The winner, it appears, will be Swig of the Fairmont, the individual who knows enough to sponsor pay raise luncheons for members of the police and fire departments.

### RESULT BETTER

This result is better than an even money bet because the President of the Planning Commission is an individual of ideas, ideals, and grim determination. He did not achieve his position in the city by being an individual who tries to

please all the people all the time. He realizes that an operational price for anything is the fact that some individuals may dislike him for what he does. He also operates on the theory that while there is a faint chance that he may be wrong, there is never any question that he is in doubt.

Ernest Joseph Torregano was born in New Orleans on November 22, 1882, the son of Louis Joseph and Marie Louise Vigo Torregano. He went as far as high school in New Orleans and then, when 16, started developing his own career.

He became a travelling salesman for a post card company. His travels eventually brought him to San Francisco. He didn't leave. He spent his spare time studying via the correspondence course method and by 1909 acquired status as a special agent for the Internal Revenue Department, attached to the headquarters of the Southern District with an assignment to Fresno.

### STUDIED LAW

While he fidgeted with the relatively uncomplicated digits of the federal tax laws of that long-gone era, he studied law on the side and eventually progressed to the point where he abandoned the federal government as an employer and became a combination clerk and student in the law office of Percy H. O'Brien of San Francisco.

When it came time for him to prove his legal knowledge for formal admission to the bar, he appeared before a panel of three judges who did a little oral quizzing as was the custom of the day as far as being admitted to one of the toughest closed shop unions

in the history of the world was concerned.

The judges included Justices Thomas J. Lennon, Frank H. Kerrigan, and Samuel P. Hall.

In relating the incident of his examination to determine his fitness to earn his living as a barrister, Torregano slips easily into a conversational habit that is distinctive.

He literally steps aside and views himself as a third person. His auditor is inclined to look about for the radio speaker that is giving sound to the voice of a commentator, one of the organized ones.

"Justice Lennon," Torregano says, "engaged in a verbal altercation with Torregano."

It seems he was questioned on some theory of law and made his reply. The reply embodied a conclusion that had not been held by Justice Lennon in a formal opinion, subscribed to by the other judges.

### JUSTICE LENNON

"Justice Lennon," he continues, "declared to Torregano that the court had decided to the contrary but that Torregano would make a good lawyer."

"Torregano thereupon replied by thanking the Justices in advance for indicating the results of the examination."

"Torregano's reply brought an



ERNEST J. TORREGANO  
President, S. F. Planning Commission

uproar from the Justices, the attendants and the spectators of the court," he concludes.

The President of the Planning Commission, who has something of the appearance of a benevolent Buddha in a well-cut and pressed serge with carefully chosen accessories, "contemplated" a career as a criminal lawyer and "exhausted his efforts" reading the works, the lives, and the opinions of "noted barristers."

During his first year of practice he was associated with the O'Brien office. In the capacity of a junior clerk, Torregano was handed some bankruptcy cases. One of these involved a defunct motor car com-

(Continued on next page)



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## ERNEST JOSEPH TORREGANO

(Continued from Page 5)

pany and a \$2,000 fee for Torregano.

"Thereupon Torregano's career was carved because, instead of pursuing criminal practice," Torregano relates, "he decided to diligently study bankruptcy law."

While in O'Brien's office the young barrister met two people who had considerable influence on his life.

One of them was a chic young stenographer, Pearl Clauuncey Bryant, whom he married on March 15, 1917. She died February 24, 1947. The couple had no children.

### YOUNG LAWYER

The other was a young lawyer of considerable ambition, political sense, and some ability. He was Elmer E. Robinson who latched onto the coat-tails of the Merriam Republican machine in the days of the depression and was carried along until he was a Superior Judge, the Mayor of San Francisco with aspirations for the state governorship or maybe even the United States senate in the future. Robinson was one of those "embryo barristers" who served his apprenticeship in the O'Brien office.

During the years he was developing his professional specialty, Torregano achieved what he believes was a considerable niche in the business.

"Although Torregano was not a college graduate," he relates, "he received the unique distinction of being called upon to deliver lectures on bankruptcy law before the students of the University of California and the University of Santa Clara.

### BANKRUPTCY EXPERT

"Torregano also appeared before national conferences of referees in bankruptcy and delivered papers on bankruptcy law and procedure before those bodies. Torregano was consulted by federal and superior court judges and answered questions of research on particular problems being studied by those judges in pending cases."

Torregano opened his own law office in the Mills Building in 1919 after being associated for several years with Henry G. W. Dinkelspiel whom he joined after finishing his apprenticeship with O'Brien.

As he progressed in his profession and his reputation became more notable he served as special counsel for the San Francisco Board of Trade and the National Association of Credit Men. He participated in numerous bankruptcy and fraud cases. He also joined clubs of a social and political nature. In fact, at the present time, he has a special wallet,

carefully indexed, for his membership cards.

The organizations to which he pays dues include the Variety Club, the French Athletic Club, the San Francisco Opera Guild, the Players Club, the American Bar Association, the San Francisco Chamber of Commerce, the French Chamber of Commerce of the United States, the Pacific Opera Association, the Islam Temple of the Shrine and the Islam Temple Luncheon Club, the Saints and Sinners of San Francisco, the Press Club of San Francisco, the Touchdown Club of San Francisco, the French Social Club of San Francisco, and the Lafayette Club of San Francisco, the potent political club of the local French colony.

"Torregano is a devotee of music," says Torregano, "and a guarantor of the San Francisco Opera Association for 15 years. He does not play, however."

### MANY ACTIVITIES

As it is with many individuals who are successful in their profession and have a natural ability for acting and politics, Torregano sometimes has a difficult time separating his political affairs from his civic welfare activities. All seem to blend together naturally and without difficulty and it was the development of these abilities under a special set of circumstances that caused him to become president of the City Planning Commission.

He became hep to local politics as secretary of the Lafayette Club. As secretary and willing to do the work he had more influence in considering applicants for endorsements than just any member. He just seemed to guide the members in making their selections and everyone seemed happy.

One of these was Robinson. He did not keep secret his ambition to be mayor even when he was a judge. When it was time, in his opinion, more than two years before the election, to start campaigning, the future mayor went to his friend from his "embryo barrister" days for a bit of help.

### CALLED BY MAYOR

"He called upon Torregano as an old friend to be secretary of his finance committee," President Torregano of the City Planning Commission says.

After Robinson was elected mayor, by a minority vote, it might be recalled, he appointed his finance committee chairman to the City Planning Commission. A year later the Mayor's old friend was named president. He was re-elected for the 1950 term.

Significance of the appointment was overlooked at the time. For (Continued on Page 20)

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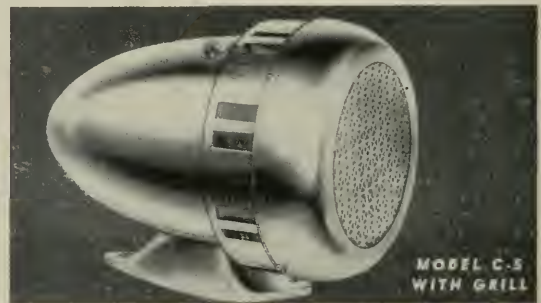
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J. FRED DETTMER, San Francisco Library Commissioner and longtime president of the Visitacion Valley Improvement Association has been re-elected president of Local 31-125, International Brotherhood of Book-



J. FRED DETTMERING

President, Local 31-125, Bookbinders Union

binders. During the past 17 years Dettmering has held this post some 14 years.

Dettmering, who is employed with the San Francisco Examiner, has had a long and active career as a leader in labor circles. For many years he has represented his organization in the San Francisco Labor Council and has attended national labor conventions over a long period.

In addition to these activities, he has found time to serve as a board member with California Selective Service since its inception and was awarded the Congressional Merit badge at the close of World War II for his patriotic services. Chairman of Local Board 78 during the entire war, with the consolidation of the San Francisco boards, he was selected as chairman of Local Board 37, a position he now holds.

Dettmering resides with his wife at 287 Peninsula Ave., Visitacion Valley, where he takes a leading part in many community activities.

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## Tuolumne River Reservoirs Tame Worst Floods on Record

**T**HE STORM JUST PASSED caused the greatest runoff from the Tuolumne River watershed for any similar period of record. But the Tuolumne River was one of the few major Sierra streams flowing into the Sacramento and San Joaquin Valleys that was kept under control during the peak of the flood.

Credit for this outstanding success goes to the City of San Francisco and the Modesto and Turlock Irrigation Districts, working in cooperation with the Corps of Engineers of the United States Army, for impounding the flood waters in their reservoirs.

This was made possible by two agreements signed last year; one between the Engineers' Corps, the City and the two Irrigation Districts; and the other between the City and the Irrigation Districts. These agreements pave the way for the complete development of the Tuolumne River for domestic water supply, irrigation, flood control and power purposes. Under the agreements, the Federal Government will pay toward the cost of certain increased storage facilities to be built by the City and the Districts, and the latter will operate their existing storage reservoirs, as well as those to be built, to control floods. It was this provision for operating the existing reservoirs for flood control that made possible their immediate use to control this greatest flood.

### CLOUDBURST

After nearly a week of steady heavy rain and snow on the Tuolumne watershed, a downpour of cloudburst proportions occurred on Saturday, November 19, 1950, totalling for the one day 6.74 inches at Hetch Hetchy, 7.50 inches at Lake Eleanor, and 7.97 inches at Cherry Valley. This was a warm rain, and melted all the previously fallen snow. The result was an unprecedented flow of water in the streams of the upper watershed.

The Tuolumne River poured 17 billion gallons of water into San Francisco's Hetch Hetchy Reservoir during that day, causing a rise of 30 feet in the reservoir in the day. During the four days of November 19 through November 21, 1950, a total of 46 billion gallons flowed into Hetch Hetchy, the greatest volume of flow ever recorded at that location during a similar period. Except for a small continuous release for power operation, all of this water was held back. Storage space remains for  $8\frac{1}{2}$  billion gallons additional water before overflowing into the spillway. The top  $6\frac{1}{2}$  billion gallons of this storage is provided by large gates on the crest of the spillway, which were installed only last spring as part of the flood control program under the cooperative agreement with the Army Engineers.

Meanwhile, further down the Tuolumne, Don Pedro Reservoir, belonging to the Modesto and Turlock Irrigation Districts, had purposely been held at a low stage and had 62 billion gallons of storage space available for flood waters; another result of the cooperative agreement with the Army Engineers. The full force of the flood hit this reservoir on November 20, 1950, causing it to fill and begin a controlled spill on November 21, 1950. The reservoir

(Continued on Page 10)

(Above) This is a picture of the exact spot where the new Cherry Valley Dam will rise and block off Cherry River. Engineers searched out this particular spot by drilling into the earth to determine the best foundation for the earth fill dam.

(Above, left) This panoramic shot shows the vast expanse of territory which will drain into the reservoir down at the bottom of Cherry Valley when the Cherry Dam is built to provide additional water storage for the Hetch Hetchy system.

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## TUOLUMNE RESERVOIRS TAME FLOODS

(Continued from Page 9)

reduced an estimated maximum inflow of 80 billion gallons per day during the peak of the flood. The amount of water held back was sufficient to have covered the entire area of the Waterford, Modesto and Turlock Irrigation Districts to a depth of one foot. When the top of the spillway gates was reached in the early morning of November 21, the gates were lowered to reletse a maximum flow of 19 billion gallons per day down the river for a short time. This temporarily covered some of the bottom lands along the lower Tuolumne River, but no great damage resulted because of the low depth and short time of inundation. The flood level in the inundated area was two feet below that in 1937, although the present flood, if it had not been controlled, is estimated to have been nearly twice as great as any known in the past.

During the four-day period ending November 21, 1950, reservoirs of the City and the two Irrigation Districts held back a total of 110 billion gallons of water that other-



PHILIP F. LANDIS, President  
S. F. Public Utilities Commission

\* \* \*

*Re-elected last week as President of the S. F. Public Utilities Commission for the fourth successive term, Landis has proven to be one of the outstanding public officials in the Mayor's official family.*



**TAKE A GOOD LOOK!** This pleasant spot on the Cherry River will be completely covered up by the waters of the reservoir, created when the dam is built further downstream in Cherry Valley. The new lake, which will also serve as a mountain recreation center, will add new beauty to the region.

## ALETHA LODGE

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wise would have poured down the Tuolumne River.

The City of San Francisco is just starting work on its Cherry Valley Dam, for which bonds were voted a year ago. This dam is being constructed under the flood control agreement with the Corps of Engineers, with the government paying for the value of the flood control benefits that will result. The dam is scheduled for completion in 1954, but the speed of construction will depend upon Congressional appropriations. If this dam had been built and in operation, approximately 16 billion gallons of Cherry River water would have been held back from flowing into the Tuolumne. This would have reduced the inflow into Don Pedro Reservoir and would have

enabled that reservoir to hold almost all the remaining flood water so only a nominal flow would have passed down the lower Tuolumne into the San Joaquin River.

Ultimately, under this same agreement, Don Pedro Reservoir will be enlarged to approximately four times its present size. The City of San Francisco, the Modesto and Turlock Irrigation Districts and the Federal Government will share the cost. When this is done, the Tuolumne River will have been completely tamed, even for the greatest floods. In addition, an ample dependable water supply will be assured for San Francisco's domestic use, for irrigation of all the lands of the Modesto and Turlock Irrigation Districts, and for the generation of electric power.

## STATE FAIR REVENUE OF MILLION EXPECTED

**C**ASH RECEIPTS of the California State Fair for the first quarter of the fiscal year amounted to \$875,119.35, Secretary-Manager Ned Green reported to the Board of Directors at their October meeting. The three-month period from July 1 through September 30, includes the fair operational period.

Green reported that although the first quarter total is under that for 1949, collections for the fiscal year again are expected to reach more than \$1,000,000 by June 30.

Last year's first quarter revenue was \$929,941.76 as compared with this year's \$875,119.35.

The concessions committee reported receipts nearly equalled those of a year ago, totaling \$182,667, off less than \$2,000. Auto parking revenue was up \$1,690 to \$22,690 while commercial space brought in \$63,122. Racing showed a total of \$261,616 income, nearly up to last year's \$267,530.

Biggest drop was in the revenue from admissions to the grounds and to attractions, a direct reflection of the decrease in attendance. Ticket sales dropped from \$336,719 in 1949 to \$295,694 this year, or a little more than 12 percent.

## PROPERTY VALUE UP MILLIONS

Property values in California used as a tax base jumped nearly \$400,000,000 this year over last, it was announced by State Controller Thomas H. Kuchel.

The Controller said the grand total value of all property in the State, which is subject to local tax rates amounted to \$13,618,914,537.

As compared to 1949, this represented an increase of \$391,183,423, from \$13,227,731,114.

Only the two largest counties in the State, said Kuchel, have a tax base of more than one billion dollars. These are Los Angeles County, with \$5,348,389,215, and San Francisco County, with \$1,061,732,401.

Kuchel also noted that improvements on land have a greater assessed value than the land in California itself. The base for improvements, he said, totaled \$5,673,619,300 and on land, \$4,869,157,941. Both of these figures are on county assessed properties only.

## RICHMOND HOUSING COMPTROLLER RESIGNS

Earl D. Pillsbury, 72, has announced his resignation as comptroller of the Richmond Housing Authority. He has held the position since 1944.

He will be succeeded by Howard Henry, former statistician for the San Francisco Housing Authority, and comptroller of the Benicia Housing Authority for the past four years.

## San Mateo Group To Investigate Smog

The San Mateo County Board of Supervisors has named a five-man Smog Advisory Committee to investigate the county's growing air pollution problem.

Members of the committee are A. G. Lang, manager of the Pacific Portland Cement Co. at Redwood City, who will represent industry; Adolph Sani, Mayor of South San Francisco, representing the municipalities; C. D. Allen of San Mateo, public representative; M. A. Grant, county engineer, representing the county planning commission, and Eugene Howell, county sanitary engineer.



## New Offices For The Bay Area Council



(Top) Frank E. Marsh, general manager of the S. F. Bay Area Council, is shown at his desk in his private office at the Council's new offices. (Above) Ample facilities are now provided for committee and group meeting rooms. View shows committee meeting for promotion of port and shipping facilities around the Bay Area. Seated (second from right) is John E. Cushing, committee chairman, recently selected as president of the Pacific American Steamship Company. (Photographs for the City-County Record by Geo. Shimmon.)

Included in the new quarters of the Bay Area Council is the private office of the Council's vice-president and assistant general manager Raymond Reeves, research expert for the Council. Reeves (top, left) is shown discussing important development data for Area with Rex Baddison of Barrett & Hilp. (Above) General Office provides ample space for staff and office equipment.

**I**N CELEBRATION OF A FOURTH BIRTHDAY, the San Francisco Bay Area Council, Inc., has moved to new quarters at 130 Montgomery Street. The change to larger and more efficient offices became necessary because of increased research and planning activities. The Council staff is now located on the top floor of the Title Insurance and Guaranty Company building, where in addition to a conference room and general office, separate offices have been provided for the chairman, executive vice-president, and research director.

"The Bay Area Council is entering upon its fifth year of service to communities, organizations and citizens of the Area," Mr. Marsh said in announcing the move. "The Bay Area development program of planning and research continues as a vital influence in the growth of the nine counties. In order to better serve the growing population, to assist in creating greater job opportunities, and to encourage unified action on the Area's many problems, long-range planning supported by basic economic studies becomes essential so that all the needs of our communities may be considered."

Among recent Area problems studied by the Council's committees was that of air pollution. Establishment of local air pollution committees under the direction of chambers of commerce or other civic organizations in any community where needed was proposed by the Bay Area Air Pollution Committee. The local groups, whose membership includes community leaders, health officers and fire department chiefs, are in-

vestigating reported air pollution, and assisted by the Council's Committee, encouraging the voluntary cooperation of offenders in eliminating or minimizing the offense.

Immediate action for the development of a conveniently located private flying field within the city limit of San Francisco has been demanded by another Council affiliate, the Bay Area Aviation Committee. The Islais Creek tidelands at the base of Army Street were recommended by the Committee as the available site within the city that could be developed within the shortest time, and the Committee approved a resolution urging all agencies, organizations, and ownerships to press at once for the installation of an airport at Islais Creek.

The most recent Council contribution to Area development is the "Proposed Master Plan of Toll Crossings for San Francisco Bay," which was presented to the Council's Board of Governors and the public, October 30th. Within the next month another conference will be held to give further consideration to this Master Plan.

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Other Bonds and Securities . . . . .	276,202,909.55
Loans and Discounts . . . . .	3,256,953,558.26
Bank Premises, Fixtures, etc. . . . .	49,390,639.62
Customers' Liability on Letters of Credit, etc. . . . .	151,939,807.56
Accrued Interest and Other Resources . . . . .	28,103,201.63

**TOTAL RESOURCES . . \$6,863,358,213.54**

## LIABILITIES

Capital . . . . .	\$ 150,000,000.00
Surplus . . . . .	166,000,000.00
Undivided Profits and Reserves . . . . .	83,911,276.54
<b>TOTAL CAPITAL FUNDS . . . . .</b>	<b>\$ 399,911,276.54</b>
Reserve for Possible Loan Losses . . . . .	47,012,581.21
Deposits { Demand . . . \$3,498,624,892.73 } . . . . .	6,191,705,871.15
{ Savings and Time . . 2,693,080,978.42 }	
Liability for Letters of Credit, etc. . . . .	155,184,956.98
Reserve for Interest, Taxes, etc. . . . .	69,543,527.66

**TOTAL LIABILITIES . . \$6,863,358,213.54**

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## NOVEMBER "MUNI" MAN OF THE MONTH

**DELG PAUL TUFO**, 2536 16th Avenue, has been selected as the third winner in the "Muni Man of the Month" contest.

Mayor Elmer E. Robinson, chairman of the committee of judges, presented the \$50 cash prize which goes to the Municipal Railway employee selected each month for outstanding courtesy. Also present at the ceremony in the Mayor's office were the two other judges, Iver C. Larsen of the National Safety Council and E. B. Sorenson of Fielder Sorenson & Davis, the transit advertising firm which is donating the prizes, as well as various Railway officials.

Mr. Tufo, 36 years old, started with the Market Street Railway in 1936 as a street car conductor.

his cheerful manner, his neat appearance, and his careful handling of his bus; they say he's a "smooth operator" in every way.

When asked just what he had done to win this praise from his riders, Mr. Tufo explained, "I figure a job is just what you make it. If you make friends of your riders, it's pleasant for everyone. If you



## Take Transit - Spend the Difference!

This good advice adorns the wall of the Mayor's office as His Honor Mayor Elmer E. Robinson presents Delg Paul Tufo, Muni Man of the Month contest winner, with the cash prize of \$50. E. B. Sorenson of Felder, Sorenson & Davis stands behind the Mayor with Iver C. Larsen of the National Safety Council standing behind Tufo.

He has been driving motor coaches for the past 10 years, and is now working on the No. 24 Divisadero Street line.

Passengers have called attention to Mr. Tufo as one of the most courteous and conscientious employees in the system. They like

don't, you just make it tough for yourself."

A total of 803 commendations were received during the month of November, according to Manager of Utilities J. H. Turner.

Runners up in the November contest were:

Dominic Constantino, 1642 Waller Street, No. 10 line; John H. Fitzgerald, 635 Mason Street, "N" and "F" lines; Alex Garner, 1045 Divisadero Street, No. 2 line; W. J. Gillette, 223 Fillmore Street, No. 5 line; Robert Lear Hill, 53 Miramar Avenue, No. 14 line; Joseph A. Logasa, 5416 California Street, No. 45 line; A. H. Millar, 162 Louisburg Street, "K" line; Laverne C. Mogensen, 122 Del Vale Avenue, No. 33 line; Frank A. Offen, 681 London Street, "K" line; Walter E. Stone, 1538 46th Ave., Collector at Forest Hill Station; Joseph P. Sullivan, 536 40th Ave., Collector at the Bridge Terminal.

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## 189 New City Projects For Next Year

City departments propose to begin construction on 189 new public works at a total cost of \$54,408,528 in the fiscal year beginning next July 1, the City Planning Commission reported yesterday.

The projects were sent to the commission to determine their conformity with the city's master plan.

Over a six-year period, beginning with fiscal 1951-52, the departments listed a total of 361 projects at a cost of \$165,959,441. It was estimated that 85 projects costing \$14,467,341 could be carried through under "limited war" conditions and that 63, costing \$35,576,011, could be built despite "major war" conditions.

Among the larger projects scheduled next year are:

**Real Estate Department** — Rehabilitation of the Civic Auditorium, \$1,628,500, and providing additional convention exhibit space under the main hall.

**Recreation-Park Department** — Mission recreation center, \$254,050; Upper Noe recreation center, \$370,271; West Sunset District recreation center, \$512,210; Eureka Valley recreation center, \$261,630; completion of 19 playgrounds at various locations, \$199,625; buildings, structures and improvements at J. Kahn, Noe Valley, Funston and Potrero Hill playgrounds, \$159,100; rehabilitation of press stand and guest section of Kezar Stadium, \$200,000.

**M. H. DeYoung Museum** — Construction of new warehouse and utility building, \$261,080.

**Works Department** — North Pt. sewage treatment plant, \$510,000;

enlargement of Sunset treatment plant, \$125,000; sewer extensions and replacements at various locations, \$250,000; center island construction on Sloat Boulevard, Junipero Serra Boulevard to Great Highway, \$237,000.

**Health Department** — Reconstruction of infirmary building, Laguna Honda Home, \$30,000; remodeling of wards and administration building at Hassler Health Home, \$50,000.

**Utilities Commission** — Primary water mains, Broadway and Montgomery street to Columbus avenue and Bay street, \$296,400; new corporation yard, Army and Third streets, \$392,000; rehabilitation of a part of the peninsula water line, \$124,150.

**School Department** — Construction of a new Douglas Elementary School at Collingwood and 19th streets, \$634,800.

## Philip B. Peck on Staff of Redwood Empire Assn.

Appointment of Philip B. Peck, well-known travel executive, to the San Francisco staff of the Redwood Empire Association was announced recently.

Peck comes to the Association following years of business activity in Honolulu where he was general agent and manager of the travel department of the Inter-Island Steam Navigation Company. He has been a member of the American Society of Travel Agents.

His functions in the Redwood Empire Association's organization will include servicing of San Francisco's interests in the Association's program of promoting state highway appropriations, cash-customer tourist traffic and other project benefitting San Francisco, Redwood Empire's Southern gateway.

Born in Honolulu, Peck is a graduate of the University of California and served as a captain of infantry for 5½ years in World War II. Mrs. Peck and son, now in the islands, will join him in San Francisco soon.

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## HORSE RACING SHOWS PROFIT OF \$92,020.00

**H**ORSE RACING for nine days at the California State Fair showed a profit of \$92,020.64, it was announced by Ned Green, Secretary-Manager.

Pari-mutuel commission for the fair was \$232,132.32, with \$19,998.11 breakage, entry fees of \$9,495.50 and paid admissions to the grandstand of \$52,711.68 on the nine racing days, making a total revenue of \$314,328.61.

Expenses of the meeting, including employees, rental of equipment, track and grandstand maintenance, race purses of \$130,213.11, printing and office costs were \$222,307.97, Green said.

Wagering on quarter horse racing totaled slightly more than that on harness racing, although 14 harness races were run during the fair compared to nine quarter horse races. Betting on the runners accounted for a little more than 90 percent of the total handle of \$2,579,148.

Wagering was higher than last year on all but one of the first seven days, and then dropped \$107,632 on the final Friday of the meet as compared with the same day in 1949, when Friday was the Admission Day holiday. Even with that big decrease on one day, the 1950 total handle was only 2.322 percent below that of a year ago.

## RICHMOND SEEKS TITLE TO GOVERNMENT LAID SEWER LINES

Negotiations to secure approximately \$1,500,000 of sewers laid throughout Richmond by the government during the war for \$1 are still in progress.

Forrest J. Simoni, city tax collector and assessor, states that Richmond is going forward with its request that it be permitted to obtain title to more than nine and a half miles of sewers installed by three governmental agencies in the war years.

In response to a recent request Simoni has forwarded maps showing the government-installed sewer mains and facilities to the Richmond Housing Authority. The RHA will transmit the information to the Public Housing administration for action.

A study of all Federally-built sewers was conducted by the department of public works. Edward A. Hoffman, director of the department, recommended that all be acquired in one action instead of piece-meal in order to expedite the transaction.

Simoni stated that negotiations between the City of Richmond and Richmond Housing Authority have been continuing for a year. He said the RHA has given full co-operation to the plan and cited the assistance and aid offered by Robert D. Lee, executive director, and Charles Sloan, technical director of the housing authority.

## To Use S. F. Port

Among the thousand Eastern and Midwestern firms contacted by the San Francisco Chamber of Commerce's port promotion program committee, "several hundred" have indicated they again will be using the port of San Francisco in the near future, it was reported at a dinner meeting of the Junior World Trade Assn. recently.

Alameda County received top honors for the 11-day floral judging of cut flowers, Counties Division, at the California State Fair by winning the sweepstakes trophy for the third straight year.

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# A Roman General's Opinion Of 'Military Critics'

LUCIUS AEMILIUS PAULUS

A Roman Consul, who had been selected to conduct the war with the Macedonians, B.C. 168, went out from the Senate-house into the assembly of the addressed them as follows:

"IN EVERY CIRCLE, AND, TRULY, AT EVERY TABLE, there are people who lead armies into Macedonia; who know where the camp ought to be placed; what posts ought to be occupied by troops; when and through what pass that territory should be entered; where magazines should be formed; how provisions should be conveyed by land and sea; and when it is proper to engage the enemy, when to lie quiet. And they not only determine what is best to be done, but if anything is done in any other manner than what they have pointed out, they arraign the consul, as if he were on trial before them. These are great impediments to those who have the management of affairs; for everyone can not encounter injurious reports with the same constancy and firmness of mind as Fabius did, who chose to let his own ability be questioned through the folly of the people, rather than to mismanage the public business with high reputation. I am not one of those who think that commanders ought at no time to receive advice; on the contrary, I should deem that man more proud than wise, who regulated every proceeding by the standard of his own single judgment. What then is my opinion? That commanders should be counselled, chiefly by persons of known talent; by those who have made the art of war their particular study, and whose knowledge is derived from experience; from those who are present at the scene of action, who see the country, who see the enemy; who see the advantages that occasions offer, and who, like people embarked in the same ship, are sharers of the danger. If, therefore, anyone thinks himself qualified to give advice respecting the war which I am to conduct, which may prove advantageous to the public, let him not refuse his assistance to the state, but let him come with me into Macedonia. He shall be furnished with a ship, a horse, a tent; even his travelling charges shall be defrayed. But if he thinks this too much trouble, and prefers the repose of a city life to the toils of war, let him not, on land, assume the office of a pilot. The city, itself, furnished abundance of topics for conversation; let it continue its passion for talking within its own precincts, and rest assured that we shall pay no attention to any councils but such as shall be framed with our camp."

LIVY (\*TITUS LIVIUS), HISTORY OF ROME  
Vol. 7, Book XLIV, Chapter 22  
Translation by George Baker, A.M.

\*TITUS LIVIUS (LIVY) born 59 B.C., died A.D. 17.  
(From the desk of Elmer E. Robinson, Mayor of the City and County of San Francisco)  
Courtesy MR. DENNIS McEVOY

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## EASTERN FIRMS PROMISE NEW TRADE WITH PORT OF SAN FRANCISCO

Several hundred Eastern and Midwestern business firms have indicated they again will be using the port of San Francisco in the near future, according to the Junior World Trade Assn.

Lower railroad freight rates from Eastern points which went into effect November 6, promise to bring additional business to the port, the association was told.

These optimistic reports were brought to the association by officials of the San Francisco Chamber of Commerce and members of the chamber's special Port promotion Program Committee. The Junior Trade Assn. also is sponsored by the chamber.

The several hundred firms which have expressed interest in shipping through this port are among 1000 firms contacted by the chamber.

## VETERAN EAST BAY PUBLIC DEFENDER TO QUIT DECEMBER 31

Willard Shea, only public defender Alameda County has ever had, has notified the Board of Supervisors that he will quit at the end of the year to go into private practice.

Mr. Shea, who will be 70 on December 17, said his resignation would become effective December 31.

He estimated he has handled between 20,000 and 30,000 cases for those without funds since January 25, 1927, when the office was created under the Alameda County charter.

This was his sixth civil service job, climaxing 48 years of public service.

He is a past chairman of the Conference of State Bar Delegates. Examinations to find a replacement for the position, which pays \$760 per month, will be held sometime in December.

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## PG&E Plans Moss Landing Plant Expansion

A \$30,000,000 expansion project which will make Pacific Gas & Electric's Moss Landing steam plant the largest steam-electric generating plant west of the Mississippi, according to N. R. Sutherland, vice president and general manager of the company.

Two of three recently ordered 134,000-horsepower generating units will be installed at the Moss Landing plant, Sutherland said and the third will be added to the Contra Costa steam plant now being constructed near Antioch.

Upon its completion in 1952, the Moss Landing plant will have an installed generating capacity of 670,000 horsepower and will represent an investment of \$81,000,000. It will be the largest single power plant in California.

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# TRENDS

## WITHIN THE GOLDEN GATE

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**AIR FORCE ACADEMY COMMITTEE**—Mrs. H. H. (Hap) Arnold accepted honorary chairmanship of the Council's Air Force Academy Committee, and with other committee members accompanied the Air Force Site Selection Board on their December 11th visit to the Bay Area. Sites at Santa Rosa and Napa are among the 29 locations in the nation being inspected before a final selection is made for the site of the proposed Air Force Academy, a \$300,000,000 investment.

**NEW PLANNING GROUP**—Coordination of city planning in the Bay Area has been aided with the formation of the East Bay Metropolitan Planning Council, an unofficial body which will make recommendations to the Planning Commissions in the East Bay for reference to city legislative groups. Commissioners and technicians of the cities of Alameda, Albany, Berkeley, El Cerrito, Hayward, Oakland, Richmond, San Leandro, and San Pablo will serve under the chairmanship of Emery Stone, president of the Berkeley City Planning Commission.

**NEW BAYSHORE FREEWAY COMMITTEE**—To help expedite the early completion of the Bayshore Freeway, the Tri-County Committee has named an executive committee including James Bell, Palo Alto; Martin J. Dinkelspiel, San Francisco; T. F. McGuigan, Burlingame; H. Schaur, South San Francisco; Ralph Shaffor, San Jose; William Soule, San Mateo.

**PROPOSED MASTER PLAN FOR BAY CROSSINGS**—Immediate study of the Proposed Master Plan for additional crossings of San Francisco Bay was approved by the Board of Governors of the Council and authorized representatives of Bay Area civic and legislative groups on December 12. A resolution requested Governor Earl Warren to ask state and fed-



WM. E. WASTE, Chairman  
S. F. Bay Area Council

eral officials to take the necessary administrative and legislative action so that engineering, traffic and financial studies of the plan could be started as soon as possible. The recommendations of the Master Plan, which was first presented to the public October 30th at a meeting called by the Council, include the immediate and simultaneous construction of a bridge north of Market Street in San Francisco to Oakland via Yerba Buena Island, and a crossing from

south of Hunter's Point to Alameda County. The plan has received approval from civic and legislative groups in the Bay Area.

The following economic series reports have been issued since October:

**INSURANCE HUB OF THE WEST**—The 471 insurance companies who have their western headquarters in the Bay Area wrote two-thirds of the 1949 California insurance business, the premium value of which totaled \$741,432,000, according to the official records of the California Insurance Department. More than twice as

many insurance firms are centered in the Bay Area as in all other parts of the state combined and the Area's leadership includes all types of insurance.

**1960 POPULATION ESTIMATES**—An additional 832,000 more persons will move into the Bay Area during the next decade, Dr. William A. Spurr of Stanford University has predicted. This will be an increase of 31.4 per cent above the 1950 census count of 2,652,334 persons. By 1960, Dr. Spurr also estimated California will welcome 4,000,000 more residents.

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SAN FRANCISCO**Golden Gate Exchange Club Members  
Aid Salvation Army Christmas Drive**

Photo layout on opposite page shows highlights of the Golden Gate Exchange Club's "picketing hunger" drive aiding the Salvation Army's pre-Christmas campaign for funds to feed the hungry. During the several hours devoted to this kindly task, Exchange Club members made a record collection of Christmas funds, discovering that their fellow San Franciscans have hearts of gold and understanding, so eager were they to donate pecuniary aid to this most worthy cause.

TOP (left to right) Exchangite Philip R. Morgan, executive of Hinchman-Rolph & Landis, shakes a wicked tambourine while Sam D. Squire of the Efficiency Carbon & Ribbon Co. demonstrates his salesmanship in fund raising; Charles W. Marx of Travel Tours gathers in the shekels by the gallon as Richard Wagner of the Marchant Calculating Machine Co. holds his picketing sign.

CENTER (left to right) Acme's Million Dollar Brew Walter B. Robinson has a happy heart and shows it with a million dollar smile; Exchangette Mrs. Peter N. Williams adds the feminine touch; and the Band Played On! (The Salvation Army Band, that is.)

BOTTOM (left to right) The Exchange Mounted Music Makers (Earl Wright, insurance adjuster, with Sig Arndt, vice president of Finn, Smith and Medcraft, Inc., and what they are doing to that piano!); Herb Brace, Exchange's Bonded Painting Contractor, Em Cees the proceedings from the truck. Standing are Mrs. Williams and Mrs. Finnegan, happy in doing good deeds.

The fine looking chap in uniform is none other than Salvation Army Major Lewis McAllan of the public relations department and an Exchangite. At the end, as in the beginning, we show Philip R. Morgan, whose hard work and photogenic qualities entitles him to this extra shot.

(City-County Record Photographs by Marvin Bertrand.)

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## TORREGANO

(Continued from Page 6)

years the City Planning Commission hardly had been more influential than five individuals talking to themselves when none was listening. Its recommendations were concerned with little more than whether a laundry should or should not operate on Pacific Avenue. For years, it seemed, the Commission had been influenced more by social and financial facts than fundamental theory of city planning.

The voters had approved, at the same election that named Robinson the successor of Mayor Roger Dearborn Lapham, a charter amendment that not only gave the Planning Commission a bit of spine but some muscle to swing a big club in fights concerning planned development of the city toward an impossible but none-the-less desirable ideal.

Thus, as the Robinson anointed head man of the revitalized Planning Commission, Torregano was a little more influential than a man making a speech atop Twin Peaks at midnight while the fog filtered low.

Always adept at confusing the opposition by looking one way and shooting another, Robinson gave the revitalized Planning Commission a frosting by hunting up a full time \$12,000 a year director.

He conducted what he described as a "nation-wide search" for the man—with the able assistance of the Planning Commissioners, no doubt—and came up with Paul Opperman of Washington, D. C. Everything was fine until it was discovered that Torregano, as president, thought he should pitch because he had the cap and Opperman had some ideas on the subject.

The resulting clash between the two men might be described as the head-on collision of two schools of thought in the great war of ideas. It also might be a clash between two individuals interested in wielding power. Or it might be the argument of two sincere men who just don't and can't see eye to eye. Anyway, it was a clash.

Opperman has the enthusiasm of an individual who has seen the light and been given the mystic mission of converting the heathen although the heathen is much content to be left alone. Torregano is the tough, impatient individual who believes that everyone should be heard but later embrace a more practical philosophy closely related to the status quo. Opperman is the suave individual of theory and

good intentions. Torregano is the individual of direct action.

They battled over the question of a 25-foot lot for a new subdivision. The details are too technical and, frankly, boring for discussion in the estimate of an individual. Torregano won.

Opperman took a facet of the problem to the city attorney. There is a question of whether the problem concerned administrative detail or policy. At any rate, Opperman lost another round.

Then the City Planning Director wrote some letters to the grand jury concerning a one-way street problem. Torregano did not care to be left out of that one but when he saw his opponent being belabored by Chairman Gardiner Blackman of the Grand Jury traffic committee, he took to the side lines and waited until the opportune time to issue an elder statesman's communique.

He then opined that Opperman was batting in the wrong league because he was just a hired hand for the Commission which had not taken an official stand on the one-way street plan.

To Opperman he wrote: "If the Commission should fail to approve this plan we will be confronted with the fact that we are not conforming to your views—and there will be more hopeless confusion. Before doing these things, you should first ask whether your views meet with the approval of the Commission."

Opperman came back with the reply that he had "attempted only to deal with the facts" and did not "in any way feel that I was doing anything to interfere with the policy of the Commission." He had not, he added, attempted to persuade the grand jurors.

Torregano, in a manner befitting his position as head of the Commission, ended the exchange of statements by saying:

"I want to assure you that we are not challenging your sincerity of purpose. It is only a question of organization."

With that conclusion he summed up his philosophy concerning his relations with the professional planner of the Planning Commission.

It's all a matter of organization; Torregano and the Commissioners are at the top of the organization chart and the Planning Director is subordinate to them.

Torregano believes that the Commissioners, as representatives of the people through appointment by the elected Mayor, should make policy.

The Planning Director and his technical staff should merely present information which the commissioners may accept or reject in discharge of their duties.

The Commission, he says, should:

"... encourage, invite and re-  
(Continued on next page)

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ceive technical data and information from the Director and his staff, but always insisting that such information, if in their judgment it is not conducive to the welfare of the city, that they may reject the information and undertake to discharge the responsibility imposed upon them by the Charter."

The Charter, Torregano argues, makes the Commission, not the professional director, responsible for decisions. If the people want the Director to make the decisions, the Charter should be changed to permit him to do so.

The question of which one of these two feuding figures will be around in an official position for a long time is a pertinent one.

It isn't likely that Torregano will be numbered among the missing. Before the year is out it probably will be announced that Opperman has a chance to be of greater service to the people by taking another job, or going into defense work, or desires to practice his profession on a private basis as a consultant. His health might not permit him to continue his duties.

Opperman and Torregano probably will approach the showdown on the Fairmont hotel addition problem on a cautious basis. The question is whether some added stories to the Nob Hill hotel might be used for office space. There is no question that any additional rooms might be used as hotel rooms.

Torregano has some ideas on the whole subject.

Opponents of the Swig expansion must "present logical reasons why the addition would be detrimental to the neighborhood," he says. "Theirs is the burden of proof."

As far as he is concerned as president of the Planning Commission, Torregano says he will think of the welfare of the entire city, not just the welfare of the adjacent property owners involved in the action.

If the detriment to the neighborhood is less than the welfare that would result to the entire city, then Swig wins and Smith loses, in the opinion of Torregano. He is of half-a-mind that the project would have more general benefit than specialized detriment. To change his mind will take a lot of convincing by Smith, the PU-Clubbers and other residents of Nob Hill.

In all the argument he will be a firm advocate of the theory that public business should be conducted in public and that the public be given a square shake according to his lights. That is why he will be remembered as a distinctive public official of San Francisco, an individual who put the Planning Commission show on the road in a manner that has made it important and influential rather than just pathetic.

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**WHIT HENRY**

(Continued from Page 3)

among representatives of all the local high schools, the winner to receive a scholarship at the Agricultural College at Davis. May the best stomach win.

\* \* \*

**W**HEN I WAS A YOUNGSTER I was a reader of "St. Nicholas." (Now you can accurately guess my age.) I'm sure that the following appeared in its pages. Anyhow, it has been a favorite of mine for years: "Bill had a billboard and Bill had a board bill, and Bill's board bill bored Bill; so Bill sold Bill's billboard to pay Bill's board bill and Bill's board bill no longer bored Bill."

\* \* \*

**F**LAG POLES are an integral part of most office buildings. Usually one pole will suffice, but on the corner of Sacramento and Market the Cowell Lime and Cement Co. Building, a modest two story affair, has no less than eleven on its roof. Do you know of any building with more? Don't count the Ferry Building.

\* \* \*

**S**PEAKING OF THE FERRY BUILDING the commuters from Marin County bring back nostalgic memories as they twice daily cross the Embarcadero to and from their offices as did the commuters of old, in the days of the ferry boats. Perc McPartland, proprietor of McPartland Bros. newstand, coffee shop and bar, the oldest tenant in the Ferry Building, has recently adorned his walls with large photographs of bygone days. Among those scenes portrayed are the old Cliff House, the Mark Hopkins mansion, the Mid-Winter Exposition, and a small steam schooner leaving for Alaska at the time of the Yukon gold rush era. The Ferry Building is still very much alive, though some people who don't know the facts think it is dying of stagnation.

\* \* \*

**L**AST MONTH I ASKED the question as to how far can a man throw a football. I still don't have the answer but here are some facts as to how far a man can shoot an arrow. The American distance record is 641 yards. By lying on their backs and extending the bows with their feet, some archers have shot arrows almost 100 yards further. Turkish archers of the late Middle Ages are reputed to have shot arrows about 800 yards.

\* \* \*

**S**INCE 1848, gold and other minerals hidden in the rocks and rivers of California have attracted miners, prospectors, and pioneers from all parts of the world. As early as 1853 the legislature of the young state established the first geological survey to study

California's mineral wealth. Dr. John B. Trask, who already had made a three year study of the Sierra Nevada, was appointed State Geologist and served in that capacity until 1856. His work is recorded in three reports which contain geological and mining information of considerable value. The second geological survey under the guidance of Josiah D. Whitney, was in existence from 1860 to 1873. Eight volumes on geology, paleontology, botany, and ornithology were published as a result of the scientific work of this survey.

The State Mining Bureau was created in 1880 as an economic and scientific survey, and for 70 years

has continued this work. In 1927, its name was changed to Division of Mines and Mining, and it was made a division of the Department of Natural Resources; in 1929 its name was shortened to Division of Mines.

In 1899 the bureau secured space in the then new Ferry Building where it is still located. Today the division's quarters house the most comprehensive exhibit of mineral specimens west of the Mississippi River, and a library containing more than 9,000 volumes on geology and mining. Its publications on mining, geology, and related sciences are distributed not only in California but throughout the world.

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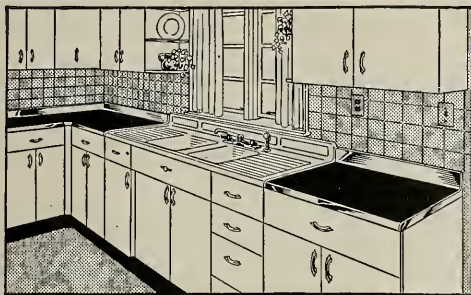
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*\*Excerpts from a report of the  
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FEBRUARY, 1951

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**ALEX OLOF OLSON, Chief Engineer & Gen. Mgr.,  
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(See story on Page 5)

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## S. F. Ship Repair Firm to Move to Oakland, Expand

The Martinolich Ship Repair Co. will begin with a week to move its entire operation from San Francisco to Oakland where it will operate a Government ship repair base and manufacturing plant, it was announced recently.

The firm's San Francisco plant, adjacent to Pier 52, will remain in operation until facilities are set up at the former Navy yard at the foot of Fifth Avenue on the Oakland estuary.

At the new plant, as many as 2,800 persons will be employed, compared to a former peak of 500 persons at the San Francisco plant, according to Robert A. Martinolich, president of the company.

"The new yard will give us much

larger facilities than we have here," he declared. "We are leasing a 2,800-ton floating drydock—big enough to handle destroyers—from the Navy, and will be able to handle larger ships at two piers."

The company also expects to begin the manufacture, within the next two months, of pulverizers used for processing tungsten, copper, asbestos and other critical ores, Martinolich said. The pulverizers will be of various sizes, ranging up to a 50-ton machine.

According to Claire V. Goodwin, president of the Oakland Port Commission, the company has leased a total of 8.2 acres. The

lease includes 5.2 acres under long-term lease to the Navy, three acres of Oakland Port Authority property, two piers and two two-story buildings.

Martinolich said he had considered a move to larger quarters for some time but that war contracts and the proposed relocation of Santa Fe ferry slips at Pier 52 had caused him to move at this time.

The Martinolich company has been in San Francisco since 1939, specializing in building and repairing small vessels such as purse seiners and tuna clippers.

**Dr. Charles DeRose**

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SAN FRANCISCO, CALIF.

## Carpeneti Heads Columbus Civic Club Officers

WALTER CARPENETI, prominent local attorney was installed president of the Columbus Civic Club on Monday evening, January 29 at an overflow gathering at Joe DiMaggio's on Fisherman's Wharf.

Mayor Elmer E. Robinson acted as installing officer, heading a list of important city and civic execu-



**WALTER CARPENETI**  
President, Columbus Civic Club

tives who were present at the ceremonies.

Other officers installed by the Mayor besides Carpeneti were: James Prisin-Zano, first vice-president; Fred Campagnoli, second vice president; William Bricca, third vice-president; Robert Nicco, secretary; William Raffetto, Sr., treasurer; and John DeMassimo, sergeant-at-arms.

The new directors are: Elios P. Anderlini, Rey Bianchi, Leo Bianco, Alex D'Angelo, Armond DeMartini, Dr. Charles Ertola, John P. Figone, Dr. Robert Grosso, Guido Lenci, Edmund, Leveroni, Stephen Mana, Joseph Pasqualetti, Victor Sbragia, John Traverso and John Moscone.

Joseph Pasqualetti served as chairman of the installation banquet with Armond DeMartini and John Figone as assistant chairman.

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in a "Salty Setting" Open Daily and Sunday**BOY SCOUT WEEK PROCLAIMED**

Mayor Elmer E. Robinson signs proclamation for the San Francisco observance of the 41st annual Boy Scout Week, February 6 to 12. Looking on are Mrs. W. E. Anderson and her eight-year-old Cub Scout son, Dennis. Mrs. Anderson is a Den Mother. Cubs, Scouts and the older Explorer groups are planning a widespread observance of the week, around the theme "Strengthen Liberty." Among other good deeds, the boys will solicit pledges to provide blood donations for men wounded in Korea.

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**Around and About**

By WHIT HENRY

**I** DON'T BELIEVE IN DICTATORS any more than any American, but if I ever become one, the first thing that I will do is to force all restaurants to post a menu in the front of each establishment so that a prospective customer can know in advance what can be purchased inside. "Popular prices" is not enough; nor is "reasonable" descriptive enough to a person with a large appetite and a very modest pocket book. Often some people want to order a la carte, and others want a table d'hôte meal. A stranger in any city or neighborhood should be accorded this courtesy. Do you agree with me?

\* \* \*

**B**OCK BEER TIME will soon be with us again. That is welcome news for people who like bock beer. Why a goat should symbolize bock beer I don't know, but I often wonder if the officials of the Pacific Gas and Electric Company realize that they are always ad-

vertising Bock beer? The next time you are in front of the PG and E Building at 245 Market St. (Continued on Page 22)

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When driving along on the open road always cut down your speed before entering a curve, advises the National Automobile Club. A little too much speed can easily lead to loss of control, and loss of control usually ends in serious accident.

## San Francisco Chronicle Endorses Mayor Elmer E. Robinson for Re-Election

### THE MAYOR'S ACHIEVEMENT

(Editorial—S. F. Chronicle, December 9, 1950)

Although the November, 1951 election for Mayor of San Francisco is almost a year off, the race is already on. It is not premature, therefore, for the people of San Francisco to be thinking about the kind of administration they want at City Hall.

The Chronicle believes that the city will be served best by the re-election of Mayor Elmer E. Robinson, and this newspaper will accordingly give him its full support in the campaign.

While it's true that we worked hard to defeat Candidate Robinson in the 1947 election, we're frank to say that the skepticism has disappeared. He has turned out to be a good Mayor, an able executive in a period of considerable strain and difficulty for the city, and we think he has distinctly earned the support of the electorate for a new term.

We think that as months pass and the campaign develops Mayor Robinson's record will become a dominant factor in crystallizing the decision of the voters. This is as it should be when an incumbent faces the field.

Mayor Robinson is now a seasoned executive; he has acquired (and he acquired it very rapidly) a sure knowledge of how to deal effectively with municipal business. The average citizen tends to forget that it is business, big business, involving expenditures of close to \$200,000,000 a year. Only a minor part of the Mayor's job is what we call "politics"—the smoothing out of differences between powerful groups, the making of speeches and appointments, the taking of bows, and so on. Most of the job is plain, hard, largely unspectacular, executive work—pushing his program forward against the inertia that tends to impede all public affairs, exerting prudent leadership in budget-making; curbing tendencies toward departmental extravagance and vet fighting for creative municipal improvements.

We've been impressed by the way Mayor Robinson took over the leadership of Bay Area

groups opposing the parallel Bay Bridge and battling for a southern crossing. In the course of that campaign he has helped to build a sense of unity and of identity of fundamental interests in the several parts of the Bay Area. He's shown himself the antithesis of a narrow, unneighborly Mayor—and that's a highly important quality in the chief executive of San Francisco.

We have been particularly impressed, too, by the national stature the Mayor has gained by his fight in the National Conference of Mayors on the civil defense issue. He has been an outstanding prodder of the Federal Government for faster, more urgent support of and cooperation with the States and cities in their civil defense arrangements. He has worked effectively to put San Francisco out in front with its own civil defense organization.

Like any of us, Mayor Robinson can start out to make mistakes, but he has shown the ability to recognize them when they're pointed out, and the courage and grace to change his course. There was some apprehension when he took office—and we admit we shared it—lest he turn everything and everybody upside down in City Hall in order to have every office and commission stacked with his men and run his way. He quickly dissipated those fears and has proved ready to let good men do their jobs without capricious interference and yet with intelligent guidance.

Mayor Robinson's way of running his office and his approach to the needs of the city add up to a sound record of performance. While we would not deny anyone the right to challenge it as best he may and compete for the office, we are satisfied that the Robinson record will successfully resist challenge. In the kind of year we're heading into, the less bitter and destructive a mayoral campaign we have the better it will be for San Francisco's municipal health.

That's how the 1951 mayoralty looks to us.

## MUSEUM - ART BOARD URGED

A recommendation that the Oakland Museum and Art Gallery be placed under a separate board of directors was made recently to the Oakland City Council on the recommendation of the Cultural Advancement Committee of the Oakland Chamber of Commerce, under the chairmanship of Dr. W. Paul Reager.

Chairman of the sub-committee which studied the problem is William Maxfield, under whose direction an extensive survey was conducted among the other cities to

determine how the arts were developed in those communities. Maxfield stated:

"This recommendation was based on a long-felt need within the community for an official body, similar to other administrative boards of the city, whose primary function would be the operation of the Museum and Art Gallery. It is our feeling that these two institutions have been neglected too long, and that this is the best means of generating interest in their condition."

The Cultural Advancement Committee is composed of representatives from every major group within the community interested in the promotion of the arts.

## Eric Johnston Talk Scheduled Feb. 15

Eric Johnston, newly-appointed economic stabilizer, will be the principal speaker at a dinner Feb. 15, honoring J. D. Zellerbach, San Francisco businessman and former ECA administrator for Italy.

Mr. Zellerbach will receive citation from the world organization of the National Conference of Christians and Jews for his work in organizing World Brotherhood and for his long career of civil leadership. The dinner will be held in the Gold Room of the Fairmont Hotel.



# ALEX OLOF OLSON

## Chief Engineer and General Manager Hetch Hetchy System

By WILLIAM FLYNN  
Special Writer — The Record

**SAN FRANCISCO IS ONE OF THE BIGGEST BUILDERS** in the State of California—the land of large undertakings even though they may be colossal only in a small way—and Alex Olof Olson has the job of making sure the taxpayers receive full value for each dollar spent for major construction.

He is Manager and Chief Engineer of the Hetch Hetchy Water Supply, Power and Utilities Engineering Bureau. He is the executive, administrative and technical brain of the organization that works for the Public Utilities Commission whose members are appointed by the Mayor.

Individuals who have sufficient time to do the things necessary to qualify for appointment as a member of the Public Utilities Commission seldom have time to learn anything about engineering. The potential commissioner who can manipulate a slide rule immediately is suspect when it comes to naming the lucky individual.

### QUALIFIED

Consequently, the men who do the actual work after the Commissioners have laid down the policy line—for better or worse—have to be qualified not only as engineers but as diplomats.

They have much in common with the rather unsophisticated Army privates who met the General strolling near the main gate one fine summer Sunday.

The private was fired with patriotism and considered himself—and the General—members of the same team, working for the common good and welfare of the nation.

"Good morning, sir," said the Private as the General approached.

The three-starred individual was a bit surprised. He took another look at his comrade in arms. He frowned for a moment and then, remembering that it sometimes is difficult to make soldiers of civilians, smiled frostily and replied: "Good morning."

The Private advanced, saluted, and stuck out his hand in greeting. The General was so surprised he shook the extended hand.

"I surely like this Army life, General," said the Private. "I

think you have worked out a wonderful training program and I do hope to make a good soldier."

The General listened in amazement. This was something the instructors at the Trade School on the Hudson had overlooked, an experience heretofore denied him.

"And I'm sure we'll have no trouble in getting along together," continued the young man.

"You're right, Mister," replied the General. "We'll get along just as long as you remember you'll do all the getting along."

If the Private was a technical expert for the Utilities Commission he would have had the General eating out of his hand, the General thoroughly convinced that the Private was doing all the "getting along."

This does not necessarily mean that the Public Utilities Commissioners are a collection of stupes. The fact of the matter is, they are well intentioned individuals who are successful in private business. But they actually know little or nothing of two fundamental professions involved in their civic work. These professions are engineering and politics.

### TECHNICIANS

The technicians of the Public Utilities staff have little interest in politics. They are of that strange human species that loves to see dirt fly. They never are content unless bulldozers are tearing up the landscape so they may correct certain faults of nature by pouring huge masses of concrete. They are willing to put up with the problems of politics because it is a small price to pay for the privilege of building.

But they do know engineering. When working for the Public Utilities Commission they have to know a little more than the engineer who is employed by private industry.

The private industry engineer usually is working for a contractor. He is working for himself and the city. He bets large sums of money that he can make a profit on the job.

If his engineers can save him money, the contractor makes money. Human nature being what it is, the public group which lets the contract has to have inspectors on the job to make sure that the contractor touches all the bases mentioned in the specifications.

### INSPECTORS

Faced with such a task, the inspectors, representatives of the benighted citizens who put up the money through bonds guaranteed by tax mortgages on their homes, have to know as much about the tricks of the trade as do the men representing the contractors. Olson is required to know more than any of the inspectors. He is the inspector who inspects them.

He is one of those individuals who could be the character in a novel concerning the copper country of Butte. He is a rugged character. He loves the challenge of a job. He is a shrewd diplomat who loves the understatement. He has




A. O. OLSON  
Chief Engineer and Gen. Mgr.,  
Hetch Hetchy System

done a good job.

Olson is a citizen of the world with a touch of San Francisco gloss. He was born in Visby, Sweden, on November 15, 1885. He was educated in his native city and in Helsinki, Finland. In 1912 he was graduated as an electrical engineer from the Royal Technical University of Stockholm.

Then he began travelling. He didn't settle down to a steady job in San Francisco until he had just about made every country in the world that was sufficiently civilized to require the services of an engineer.

He worked in Germany, Nor-  
(Continued on next page)



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## ALEX OLOF OLSON

(Continued from Page 5)

way, Great Britain, China, and Japan and if it hadn't been for a 90 degree temperature in Bakersfield one January day, he would have returned home by way of Mexico City.

He finished a stint with the Chicago, Milwaukee, St. Paul and Pacific Railway when it electrified its Rocky Mountain Division in Montana. Olson, the other engineers and the high wire men did a fair job. Locomotive Engineer John Flynn found the results satisfactory and he was the best engineer on the Division, as he often said himself.

## COMPLETED

When he was finished with the Montana job, Olson decided to return home by way of the Far East and Siberia. The Communists had other ideas. He got as far as the western rail-head of the Trans-Siberian Railroad and learned that a little revolution led by Lenin had caused the trains to run late. He back-tracked to Japan, headed for Australia, just about ran out of money in Hong Kong, and shipped out for North America.

He built up the girth of his billfold with short jobs in British Columbia, Seattle, and Portland before he arrived in San Francisco.

He went swimming New Year's Day in the ocean and was much impressed with the climate that would permit such an aquatic activity on the first day of the year.

He then boarded a bus for Los Angeles as the first lap of his trip home via Mexico City. The bus stopped for lunch at Bakersfield. He noted that the temperature there was 90 degrees.

## ALTITUDE

Failing to consider the altitude above sea level of Mexico City, he reasoned that if it was 90 in Bakersfield, it might be hot as hell in Mexico City, a few miles further south. He turned in his south-bound ticket for one back to San Francisco and returned to the Bay. He has lived here ever since.

One of those rare individuals who seldom had trouble finding a job when he wanted to work, he decided to have his name on a payroll for six months. The assignment was to make what was known as an analysis of electrolysis in high pressure pipes, whatever that means, as a Public Utilities Commissioner might say.

"If the job had been for more than six months, I wouldn't have taken it," he says. "That's the way it always was.

"I hear of a job that is a challenge and take it and finish it and then I'm done. But the boss always comes up with something else that is a challenge and I take it

on. That's the way it goes all the time."

This series of challenging jobs coupled with the fact that he has not been outside the city limits for pleasure since he returned from Bakersfield are the combination of factors that have given him his position as head of the multi-departments.

He joined the Hetch Hetchy organization in 1926 after service with a couple of companies that grew up to be the Pacific Gas & Electric Company. His boss was the late Paul J. Ost, the highly respected head of the Hetch Hetchy Water Supply, Power and Utilities Engineering Bureau when it was organized and staffed during formative years by Edward G. Cahill. He is the big builder and orange grower who was a pillar of the Rossi and Lapham administrations and could make a contribution to the city under any administration.

## PROMOTIONS

Before he received the big job, through official recommendation by Utilities Manager James H. Turner who succeeded Cahill, Olson worked on a number of assignments. In 1942 he was appointed manager and chief engineer of the Bureau of Light, Heat and Power. He had supervision of street lighting and other municipal uses of electricity, and, believe it or not, gas and steam.

He was busy during World War II.

He was selected by the American Society of Illuminating Engineers to represent them as Coordinator for light control in the Western Defense Command. Later he served as Consultant to the Office of Civilian Defense in the Ninth Region. When he finished he was awarded an Honor Award by the federal government in recognition of outstanding service.

When the Army decided there should be less light at night during the years of World War II's invasion threat, Olson undertook the job of shading street lighting and assisting other departments in their efforts to comply with the requirements of the military proclamation. He served as Illumination Control Officer of the San Francisco Civilian War Council.

## WAR WORK

All his work during World War II was not concerned with light or the lack of it. Cahill instructed him to work with the Navy and the Office of Defense Transportation to increase the efficiency of mass transportation to such necessary establishments as the Unit-

(Continued on Page 20)

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## GENERAL IMPROVEMENTS OF SERVICE

**AIMING AT A GENERAL IMPROVEMENT** of service, San Francisco's Public Utilities Commission has adopted a plan to bolster "on the street" supervision and operation of the Municipal Railway by shuffling the railway's executive organization. The reorganization was effective January 16th.

Charles D. Miller, former Superintendent of Equipment, has been named to the newly established position of Operating Manager with full authority over all railway operations. This will gather together in one job the authority which previously has been exercised by several people. No additional executive personnel are required in the change.

The new position also provides a logical training spot for the future General Manager, an objective which the Public Utilities Commission has been attempting to achieve in all utilities under its control.

The plan, which was proposed by Transit Consultant Marmion D. Mills, relieves General Manager William H. Scott of direct responsibility for the operating departments and allows him to give more attention to the divisions of Accident Investigation, Personnel and safety, Public Service, Engineering, Accounts, etc., which remain under his supervision. Mr. Scott has announced that he will retire next year.

The new Operating Manager will have three department heads reporting directly to him. They are: Superintendent of Transportation, George W. Evington; Superintendent of Track, Ways and Buildings, John H. Ryan; Superintendent of Equipment, C. D. Miller (pending assignment of successor).

The chart abolishes the position of General Superintendent of Transportation, held by Duke C. Ormsby, who is retiring soon, and provides for two Assistant Superintendents of Transportation instead of one as previously shown. Wesley R. Mason, former Division Superintendent, was promoted to the position of Assistant Superintendent of Transportation, the same rank as that already held by Harry E. Cooley.

With the presentation of Mr. Mason, the remaining Division Superintendents are being shifted to handle two divisions each. They are:

George Lewis, Potrero and Washington-Mason; J. E. McDevitt, Geneva and Ocean; A. J. Schirmer, Geary and Presidio; Ralph Strawn, Kirkland and Utah.

### HARD STARTING

Difficulty in starting the engine may be due to a weak battery, faulty spark plugs, burned distributor points, defective condenser or dirt in the carburetor, according to the California State Automobile Association.



*CHARLES D. MILLER was born in San Francisco and has spent his entire adult life with the city's transportation system. He started working for the Market Street Railway Company forty-three years ago when he was only 17 years old.*

*His first job was as a Repairman. By the time he was 22 he was a Carhouse Foreman, and later served as Assistant Superintendent of Equipment, Superintendent of Motor Coach Maintenance, and finally, since 1943, as Superintendent of Equipment.*

*Although for many years he has been on call 24 hours a day, he has found time to take an active part in the Masonic Lodge, Pacific Railway Club, Society of Automotive Engineers, Automotive Council of Northern California, and has served on the Advisory Committee on Motor Coaches and Trolley Coaches for the American Transit Association.*

## Chamber Group Urges Civic Auditorium Modernization

The Board of Directors of the San Francisco Chamber of Commerce went on record recently in favor of an expenditure of \$460,000 to modernize the present Civic Auditorium.

The Board recommended that the Civic Auditorium be improved to attract conventions and exhibits which it will fail to do unless the city can offer improved facilities for such purposes, according to J. W. Mailliard, III, Civic Development Committee head.

## DECEMBER "MUNI MAN OF THE MONTH"

**LILBURN B. DELANEY**, 2821 Pine Street, has been announced as the fourth winner in the "Muni Man of the Month" contest. Mr. Delaney, a Negro, was selected on the basis of letters received from the public as the Railway's outstanding courteous operator for the month of December.

Mayor Elmer E. Robinson, chairman of the committee of judges, presented the \$50 cash prize. The two other judges were Iver C. Larson of the National Safety Council and E. B. Sorensen of Fielder, Sorensen & Davis, the transit advertising firm which is donating the prizes.

Mr. Delaney, 39 years old, has received commendations ever since he first came to work for the Railway on September 21, 1945. He was a conductor on the "H" line for some time, and for the past year has been operating a trolley coach on the No. 5 line. His passengers say that there has been no change in his attitude since the start of the Courtesy Contest, but that he is consistently a "courteous, kind, safe-driving Muni man."

A total of 651 commendations were received during the month of December, according to Manager of Utilities J. H. Turner. Previous winners were Francis F. McManus, 1092 Noe Street; George Glassford, 1269 Eddy Street; and Delg P. Tufo, 2536 - 16th Avenue.

Runners-up in the December contest were: Henry L. Cologne, 249 Oxford Street, No. 25 line; Harry B. Cohn, 554 - 40th Avenue, "C" line; Albert F. Fieger, 12 Santa Rosa Avenue, "L" line; Alfred Aaron, 265 Laussat Street, "N" line; Eddie Havens, 1327 - 20th Avenue, No. 41 line; George A. Jackson, 117 East Point Road, No. 6 line; T. W. Gowanlock, 148 Elington Street, No. 18 line; T. J. Scarabino, 120 Webster Street, No. 45 line; Joseph McCowan, 3757 Sacramento Street, No. 1 line; Haynes E. Vance, 949 Capp Street, No. 24 line; and Alex Lee Franks, 257 - 14th St., Powell St. cable.



LILBURN D. DELANEY  
Muni "Man of the Month"

## Greyhound to Build Big Repair Shop

Pacific Greyhound has awarded a \$2,000,000 contract to Barrett and Hilp to build a maintenance and repair center here, F. W. Ackerman, president of the firm, announced recently.

The center will cover the block bounded by Seventh, Eighth, Hooper and Irwin Streets. Construction is expected to start in February and be completed in a year.

The company will file an application with the Federal Government for authority to proceed with construction, Ackerman said, but he indicated the recent Government freeze on construction does not apply to maintenance and repair buildings.

The center will provide servicing facilities for 1,000 of Greyhound's 1,150 buses serving California and six other Western States.

The general shop area of the building will include some innovations in the servicing field. Under the main floor of the shop will be a brightly lighted passageway some 390 feet long.

The passageway will lead into 26 service pits. These pits with nearby bus lifts will allow crews to work standing up under the buses.

The building itself will be of reinforced concrete and steel, and will have special hinged arches supporting the roof, eliminating posts and allowing use of all the interior space.

Greyhound's present shop at 17th and Kansas Streets will also expand its facilities.

## Four Recreation Executives To Be Retired in July

Josephine Randall, long-time superintendent of recreation for San Francisco, and three other top officials in her department face retirement next July 1.

The others who reach retirement age of 65 are Harvey E. Teller, general manager of the Park-Recreation Commission, Joseph Hickey, athletic director, and Charles Ellers, in charge of restaurants and grounds.

Teller was appointed last year as the first head of the combined Park and Recreation departments. Mayor Elmer Robinson said that he regretted losing Teller, but would not exercise his emergency powers to keep Teller in the \$12,000-a-year position.

# Edgewood, S. F. Protestant Orphanage, Completes Century of Splendid Service

## San Francisco's Oldest Charity Celebrates Feb. 2nd, Natal Day Records Show 100 Years of Steadfast Devotion to Cause

ONE HUNDRED CANDLES lighted the birthday cake that was cut February 2, 1951, at Edgewood, the San Francisco Protestant Orphanage.

San Francisco's oldest charity for children had planned the occasion to salute a century devoted to care and training of 5859 California boys and girls left homeless by parental death, separation or other social problems.

Mrs. Athol McBean, centennial chairman of the Edgewood board of directors, previously announced plans for the 100th Birthday Anniversary Party at a press and radio prelude luncheon and tour of Edgewood, 29th and Vicente.

"We are now 100 years old and we simply want the people of San Francisco to know what we have stood for during the last 100 years," Mrs. McBean told the group.

Dedication of the new \$75,000 Lillie B. Matson Recreation building by the Right Rev. Karl Block, bishop of the California Episcopal Diocese, took place at the 100th Birthday Party. Open house was held for state and civic dignitaries, religious leaders, directors of charitable institutions and agencies, former Edgewood board members, financial and medical advisors and other friends of Edgewood.

Mrs. E. Lawrence Bowes, president of the Edgewood board of directors, announced the establishment of The Edgewood Centennial Endowment Fund. She said the birthday fund was started with two gifts, \$1,000 each, presented to the orphanage by Mrs. Roger D. Lapham and Mrs. Lewis Lapham, Burlingame, wife and mother, respectively, of former Mayor Lapham, chief of ECA mission to Greece. Mrs. Roger Lapham resigned as centennial chairman and board member to go to Greece with her husband last fall. She had served on the board of directors 30 years.

Founded as a "home for destitute children" February 2, 1851, the San Francisco Protestant Orphanage has progressed step by step from a single cottage in Happy Valley to its present institution where the cottage system still prevails. The orphanage has kept pace with the historical development of San Francisco. It survived the cholera epidemic during the Gold Rush, earthquake and fire of 1906, two world wars and the 1918 influenza epidemic.

"We look forward to our next years with great anxiety, but as

From Historical Records, February 2, 1851 - February 2, 1951:

### THE BEGINNING

A FAMILY OF FIVE ORPHAN children, found destitute in 1850 after they had lost their parents on a cholera-laden ship en route to California, aroused sympathy of Mrs. Elizabeth A. Waller, wife of Judge R. H. Waller. After vainly trying to find "suitable

home and protection" for them, Mrs. Waller interested a few of her friends in the establishment of "a home for destitute children." On February 2, 1851, the San Francisco Orphan Asylum Society was organized. Listed in the first record of money donations made to the Society is this item:

From C. J. Brenham, Mayor, a

(Continued on next page)



great determination, that somehow we must give the children of Edgewood the security of a home which exemplifies hope and a belief in our best American ideas and ideals," Mrs. Bowes said in presenting the Endowment Fund gifts to Edgewood.

(1)—Children's program at Edgewood. (2)—Com. Gen. Fred S. Robillard, U. S. Marine Supply Depot, presents Marine plaque to Melvin Philbrook, Supt. of Edgewood. The Marine Depot of Supplies furnished the playroom for the new \$75,000 Lillie B. Matson building. (3)—View of some Edgewood buildings. (4)—(L. to R.) Mrs. Athol McBean, Centennial Committee Chairman; Mrs. Geo. E. Liebermann, Director; Mrs. Elliott McAllister, Cor. Sec'y, and Mrs. Archibald R. Dennis, Treasurer. (5)—Mrs. Roger D. Lapham, wife of former mayor, founded the Edgewood Centennial Endowment Fund, part of the 100th Birthday Celebration. She is shown with Nancy Russell and Elaine Knox of Edgewood.



portion of money received for the benefit of the surviving passengers of the S. S. Independence—\$494.50.

Excerpts from First Annual Report dated "San Francisco, February, 1852":

"In January 1851, at the request of the ladies of San Francisco, public notices were given both from the pulpit and by the press, as to the expediency of establishing an Orphan Asylum on these Western shores, similar to the plan adopted in the Eastern States; but few however responded to the call and this little band whose hearts the Lord had put to the desire to honor Him, by extending their kindly aid to those so peculiarly the objects of His divine compassion (for "a Father if the fatherless is God in His holy habitation") assembled on the 31st of January 1851, in the First Presbyterian Church, and proceeded to take immediate action in the organization of a Society, having for its object the care of Orphan, and half-Orphan children.

"The motive that prompted this step was, that during the scourge which in the autumn of 1850 prevailed in this city, fathers and mothers had been suddenly removed from their children, leaving them in many instances, entirely destitute and unprotected, save by the Orphan's God . . ."

"To accomplish this desirable object, the Society was organized.

"In the early part of March, Mr W. D. M. Howard, having very kindly offered the use of one of his houses in Happy Valley, for three months, free of rent, the offer was gladly and thankfully accepted, and the Society was enabled to prepare for occupancy, principally by donations of furniture, and provisions from the merchants and tradesmen of this city, to whom they would take this opportunity of returning their warmest thanks.

"Possession was taken of the cottage in Happy Valley, early in March . . . the institution was opened with nine children, the eldest aged twelve and the youngest four years."

Listed among doantions in articles for 1851, 1852, 1853: One bag of coffee, one piece of calico, one dress, and sewing materials from Mrs. A. C. Wakeman, 20 lbs. beef, 12 lbs. pork, 2 geese, 10 ducks, and large basket vegetables; half a barrel of pork, do. Mackerel and 25 lbs. of sugar from Flint and Peabody; one keg of butter, one box of soap, one keg of syrup, one tin of lard, spices. One tin of Arrow Root, one keg of Saleratus, one dozen brooms from DeWitt & Harrison. Cartage and one bottle of peppermint from Mr. Lewis. One cot, two blankets, half a barrel of beef, and wash tubs from Mrs. DeWitt. One box of brown soap from Mr. W. K. Van Allen. Salt and bath brick from Mr. Reynolds. Geese from Mr. Dana. Five bags



of potatoes from Judge Blackburn of Santa Cruz. Cotton cloth, satin and Alpaca from Sweeney & Baugh. Donations of chintzes and gingham from the Ladies of Trinity Parish. Services of dray. One mat of sugar, one keg of pickles.

Listed among donations in money from June 1, 1853 to February 7, 1854, 1855: Proceeds of Oratorio by Philharmonic Society, \$1,250.50; collection at Unitarian Church on Christmas, \$773.50; Colonel Hiram Pearson, \$1,000.00; Congregational Church, Nevada, by Rev. Mr. Warren, 50.00; Samuel P. Throckmorton, 100.00; Gold Specimens by Mrs. Boring, \$21.50; Society of Shipwrights and Caulkers, \$145.00.

1852 — By February, 1852, 16 children were supported by this charity. The Howard Cottage in Happy Valley became too small and "the house of Mr. Halleck in Pleasant Valley, with a garden attached," was occupied without rent.

Certificate of Incorporation of the San Francisco Orphan Asylum

(1)—After mess there are always dishes to be washed at Edgewood by boys and girls of each cottage. (2)—Blum's goodies are enjoyed at Edgewood, too! Mr. and Mrs. Fred Levy of Blum's (left), enduring friends of Edgewood, open a surprise package for two little residents while Edgewood Supt. Melvin Philbrick enjoys the happy picture also. (3)—Contract for bus purchased for Edgewood by the Auxiliary of Edgewood with funds raised by a benefit hour tour, is presented to Mrs. E. Lawrence Bowers (left), president of the Edgewood Directors, by Mrs. Philip Boone, president of the Edgewood Auxiliary. Photo shows bus being used for first time to transport children as part of Centennial Anniversary Celebration on February 2. (4)—Group of Edgewood children with Mrs. Fred Levy open Blum's new store in Fairmont Hotel. (5)—Steve Andris and Garry Hewitt spruce up for Marine party, annual Christmas tradition at Edgewood, the San Francisco Protestant Orphanage.

Society recorded in the office of the office of the Recorder for the County of San Francisco, February 2, 1852, in Liber B. 2., Miscellaneous Records, Folio 202.

Excerpts from "Some Reminiscences of S. F. Protestant Orphan Asylum by Mrs. W. A. Haight:

1853—The Mayor of San Francisco, Captain C. K. Garrison, was much interested in work and promised aid in every way. Looking about for suitable new location he

discovered "several blocks belonging to the city, which he caused to be offered at public auction, at the same time informing our Trustees that they could bid in the property, and by paying a small sum to the squatters who were occupying it, the Orphan Asylum could become the owner. This was done, and only \$100 was paid for twelve fifty-vara lots, two entire blocks."

That portion of city was surveyed and out of compliment to two of the asylum's managers, (Continued on next page)





Waller Street and Haight Street were named.

"Stone was quarried near the Asylum grounds."

1854—"As we had no resources whatever, and were entirely dependent upon the moneys received from our citizens, it was decided at a meeting held on February 2, 1854, to raise \$5,000 by a mortgage upon half of our land, which was done; and later another loan of \$2,000 was made towards paying for our building, \$4,000 was loaned by Page, Bacon & Co., and \$500 each by Messrs. Burgoyne and James King of William."

For the first 25 years of our existence, it was our custom to hold anniversaries each year in some public hall, at first in Music Hall on Bush Street, where the Occidental Hotel now stands, and later in Platt's Hall, on the site of the present Mills building (1900), and to have children take part with songs and exercises.

1854—School established in building. Previously, children attended school in neighborhood.

First appeal for collections in various churches, as funds were exhausted after completion of the building, and \$3,000 was contributed.

State aid for first time, \$5,000, on ground that had received orphans from other portions of State.

1859—Added Haight Street wing.

1860—Donations in Real Estate. The lot of land and building on the east side of Montgomery St., between Jackson and Pacific Sts., the gift of Jas. Lick, Esq., and the Sansome Hook and Ladder Company of San Francisco.

Donations in articles: (in part) Weekly donation of fish from Spence, Tesmore & Co.; 9 pairs of pantaloons and 4 jackets from Mrs. Thomas; two quilts; fireworks and crackers for 4th of July from Macondray & Co.; 5 doz. ducks for Thanksgiving; 3 boxes of sugar

from S. F. Sugar Refinery; a box of toys from a lady; 1 box Merino stockings; 300 lbs. rice.

Erected Sansome wing.

One of the difficulties we had met constantly was lack of water. No place where a well could be dug . . . so we were glad when water was introduced to our city. Water furnished at \$10 a month.

1862—Society reincorporated and adopted the name "The San Francisco Protestant Orphan Asylum Society." As many other orphan asylums had been organized in various parts of the State, this was done to thoroughly define our work.

Of 80 children, 42 boys, 38 girls. Parentage of children follows: United States, 27; Irish, 22; German, 18; Scotch, 4; English, 2; French, 2; Mexican, 2; Indian, 1.

1868—Smallpox compelled setting up of pest-house temporarily. Several children ill, only one death.

1871—289 children in home. On 25th anniversary secretary reported 1,539 children had been given home since organization.

1875—Gas used for first time adding to comfort of home.

1882—School house erected at Haight and Waller Streets. Main building repaired at \$23,000 cost.

1883—Haight Street line of cars completed.

1889—Built large dormitory for boys.

1905—Building Fund created by sale of two 50-vara lots of Haight Street property to State for Normal School.

1906—Excerpts from 56th annual report of Secretary:

"The unprecedented calamity which befell our beautiful city on April 18, 1906, and in three days changed a great modern, well-built community into a blackened, fire-swept desert, laid its hand heavily upon our Institution. A more utter and complete transition from ease and industry to desolation could hardly be imagined.

"In less than five minutes after

the earthquake every child (187 in all) was out of the building (on Haight Street) into the garden, not one child missing, and all were uninjured.

" . . . we found our building so greatly damaged it could no longer house our large family. Arrangements were immediately made for temporary quarters at Petaluma, and the Board of Managers secured Kennilworth Park, with its pavilion, for the Asylum's temporary home."

George P. McNear gave the children refuge on the County Fair Grounds in Petaluma. "They lived in boxstalls, cowsheds and chicken coops for three happy months in the country."

"In the great fire which destroyed our city, eight of our board lost their homes and were compelled to take up their residence away from San Francisco. This scattering of the members of the Asylum has added materially to their duties in carrying on this charity; but their zeal and devotion to the cause has been untiring, and every emergency bravely met."

" . . . Mr. James L. Flood's regular Christmas gift of \$1,000 was most thankfully received. The Asylum has been remembered with the following legacies (in part, with amounts omitted): Amasa P. Willey, Marie E. Hoover, Jane L. Stanford, Thomas D. Riordan."

1911—Walnut Creek summer camp purchased and named "Ann T. Swain."

1913—Judge Charles W. Slack became legal advisor.

1914—Children sent to Public Schools. Crocker Vocational School, Hearst Grammar and State Normal Schools received a number of children.

1917—One of the best innovations that year has brought forth has been scientific medical examinations—for admission—that the Staff of the University Hospital has carried on. The Phys-

icians have given their services.

1918—"We are proud of our service flag of fifty-five stars. We also have one gold star on our Honor Roll."

Girls made helmets, sweaters, wristlets, washcloths and comfort bags for Red Cross.

Long siege of influenza and attendant ills.

1919—Home of Society temporarily located at Maria Kip Orphanage at 520 Lake Street, corner Seventh Avenue.

Children spend six weeks at Ann T. Swain Camp. A Ford machine was furnished for the convenience of the matron for carrying things back and forth and it was used by the children as well.

1920—Certified copy of articles of incorporation of San Francisco Protestant Orphanage Society, a California corporation, filed at office of Secretary of State, Sacramento, March 9, 1920.

1924—Orphanage moved from Lake Street to 29th and Vicente.

Legacy from George Whittell for playground.

1931—Society become "no budget participating" in Community Chest.

1944—Feb. 1, 1944 amendment changing name of corporation to Edgewood — The San Francisco Protestant Orphanage filed in office of Secretary of State.

1946—Camp Swain at Walnut Creek sold.

1950—Completion of Lillie B. Matson Recreation Building. Mrs. Matson, mother of Mrs. William P. Roth, present board member, served as a member of Board of Directors many years.

Recreation Building cost \$75,000 unequipped.

Architect Albert F. Roller, Crocker Bank Building, Swinton & Walbert Co., 225 Bank Street, contractors, and Neel D. Parker, 1431 Van Ness Avenue, interior decorator, charged no fees. Sub-contractors made cash gifts

(Continued on next page)



## EDGEWOOD

(Continued from Page 10)

or gave orphanage special rates. Building contains 6,000 square feet divided into art, craft, play and game rooms, toilets, office, control counter and director's apartment.

Equipment and furniture will be supplied as follows:

Play room: U. S. Marines, Military Personnel, Depot of Supplies. In addition \$400 was provided for replacements.

Lounge: San Francisco Knights of Round Table.

Game Room: Joint Council of Teamsters No. 7, A.F.of.L.

Art Room: International Brotherhood of Teamsters, A.F.of.L.

Control Counter: \$300 from S. F. Lodge No. 3, B. P. of Elks.

Hobby Shop will be furnished by S. F. Building and Construction Trades Council, 200 Guerrero, John Hogg, President.

Establishment of The Edgewood Centennial Endowment Fund with contribution of \$1,000 each from Mrs. Lewis Lapham, mother, of Burlingame, and Mrs. Roger D. Lapham, wife of former Mayor Roger D. Lapham, chief of the Economic Cooperation Administration mission to Greece. Mrs. Roger D. Lapham resigned, after 30 years service as a member of the Board of Directors of Edgewood, when they went to Greece in October.

In a letter to Mrs. E. Lawrence Bowes, president of the board, Mrs. Lapham wrote: "I do think it would be lovely to put mother's and my gift as the start of the

birthday fund. Maybe it will encourage others to do likewise."

1951—100th Birthday Anniversary Party of Edgewood, The San Francisco Protestant Orphanage, February 2, 1951.

Open House.

Dedication of Lillie B. Matson Recreation Building by the Right Rev. Karl Morgan Block, bishop of the Diocese of California.

Invitation list included Gov. and Mrs. Earl Warren, Mayor and Mrs. Elmer Robinson, other state and civic dignitaries, religious leaders, directors of charitable institutions and agencies, former board members, financial and medical advisors and other friends of Edgewood.

### SLOW REACTIONS

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## Younger Heads Municipal Conference 1951 Officer List

J. Arthur Younger has been elected 1951 chairman of the San Francisco Municipal Conference, an organization designed to coordinate and accomplish tax and other policies of major civic organizations in San Francisco.

Other officers named at an election held last Friday were Dwight L. Merriman, vice chairman; D. P. Street, secretary; and Maude Cottrell, recording secretary.

According to Younger, the Municipal Conference investigates and makes recommendations on many municipal matters throughout the year and has proved to be an invaluable aid to the economic and efficient administration of the City and County of San Francisco.

Staffed by the San Francisco Chamber of Commerce, the Municipal Conference is made up of seven member associations. They are:

The Apartment House Association of San Francisco, Inc., represented by Jackson Dorn and Hugh K. McKevitt; the Building Owners & Managers Association, represented by Frank S. Hanlon, Elmer G. Johnson and Harold Saville; the California Northern Hotel Association, represented by Willard Abel, Edmond Rieder and Harry Troupe; the Downtown Association, represented by Thomas Gray, R. W. McElroy and Arthur E. Wilkins; the San Francisco Chamber of Commerce, represented by Belford Brown, Lloyd Graybiel and J. W. Mailliard III; the San Francisco Junior Chamber of Commerce, represented by Stanley J. Bernhard, Joseph R. Mixer and William Stevens; and the San Francisco Real Estate Board, represented by Edw. Pinger, Dwight L. Merriman and J. Arthur Younger. The Retail Dry Goods Association, represented by Karl M. Stull and the Retail Merchants Association, represented by Thomas L. Lenehan and D. P. Street, are "Conferring Associates."

## Approve Utility Finance Plan

Unanimous support of the East Bay Municipal Utility's District's financing plan of the \$23,500,000 sewage disposal plant now under construction was voiced recently by Directors of the Oakland Chamber of Commerce.

Chamber action followed the recommendations by the Manufacturers' and the Revenue and Taxation Committees, Chairmen respectively by Dale Douglas and William A. Davis.

Chamber Directors agree that a two-part rate for the financing of the project should be adopted by the Utility District. The combination rates would give an estimated revenue of \$1,670,100 to cover the estimated expenditures of \$1,637,538 for the 1951-52 fiscal year. Both rates are based approximately 40 per cent to be derived from taxation and 60 per cent from water usage.

The property tax rate, as suggested and recommended by the Oakland Chamber of Commerce has been tentatively set and is currently in effect, at 11 cents per \$100 assessed valuation, which will raise \$643,500.

Breakdown of the users' share is as follows: Domestic consumers, \$558,600; commercial consumers, \$112,000; Municipal consumers, \$84,000, and private water supply, \$116,000, totaling \$1,026,600.

## HIGH HONOR TO OTTO H. FISCHER

For the first time in its history, the Diesel Engine Manufacturers Association is headed by a West Coast man.

Elected at the recent Chicago convention, the new president is Otto H. Fischer, of Oakland, President of the Union Diesel Engine Company, former president of the Oakland Chamber of Commerce and presently a member of its advisory committee.

A national leader in diesel engine manufacturing circles for many years, Fischer previously served as Vice President of the national association.

One of the founders and former president of California Manufacturers Association, Fischer also is a past president of the California Metal Trades Association, and the National Gas Engine Manufacturers Association and a Past Vice President of the National Manufacturers Association.

One other West Coast man was elected to the Diesel Engine Manufacturers Association board of directors—William E. Butts, President of the General Metals Corporation of San Francisco.

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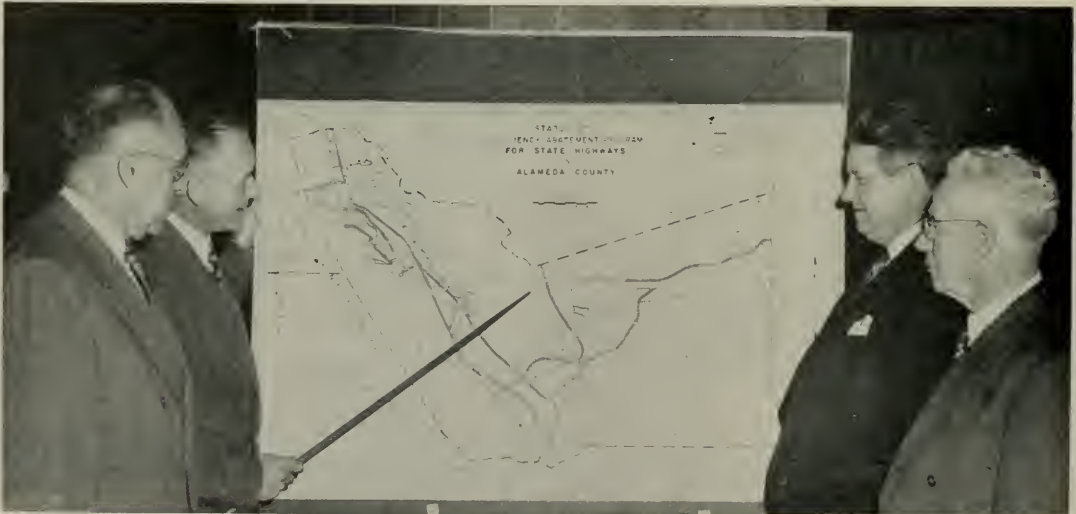
# HIGHLIGHTS OF OAKLAND

## Activities During 1950:



A large Thanksgiving Turkey and a live rooster were the prizes Robert "B" Hanna won for placing first in the "Early Bird" contest sponsored by the membership committee. Gill Updegraff was runner-up. Pictured here at the awards breakfast, standing left to right, are: Les Bartman, Crocker First National Bank; Hart Eastman,

East Bay Municipal Utility District; Ted White, W. P. Fuller & Co.; Harry Peck, H. C. Capwell Co.; Howard D. Beebe, Key System; and Frank Shackelford, Kaiser Services; while seated are: Chairman Walter Howell, P. G. & E.; Al Carvalho, Goebel Brewing Co.; Robert Hanna, Anglo California National Bank; Gill Updegraff, Central Bank; and Clarence J. Hearn, Bank of America.



An "on the spot" visit of proposed freeway and highway projects in Alameda County was made by the important Senate Interim Committee on Highways, Streets, and Bridges. Senator Arthur H. Breed, Jr., and County Engineer Wallace Boggs are discussing proposed

highway developments with Senator Randolph Collier, chairman of the Interim Committee, and Supervisor Thomas E. Caldecott. Approximately 40 persons, including Alameda County and Oakland officials, went on the inspection tour arranged by the Chamber's highway committee.



# CHAMBER OF COMMERCE

## A Year of Accomplishment



Arrangements for the seventh annual Western Metals Congress and Exposition, scheduled in Oakland next March are being completed by the Chamber's Convention and Tourist Committee. President William H. Park is shown here discussing plans with Harry Bartell, chairman of the Alameda County Board of Supervisors; Chairman

Richard Walpole, and Supervisor Thomas E. Caldecott. All four are active members of the convention and tourist committee which directs the activities of more than 100 conventions which meet annually in Oakland. The convention business here last year was in excess of \$5,000,000.



Four hundred persons, including 200 members of the Purchasing Agents Association of Northern California attended the fourth annual Purchasing Agents' dinner sponsored by the manufacturers' division of the Oakland Chamber of Commerce. The all-day affair included

a buffet luncheon and plant inspections at General Foods, Holly Sugar, Mother's Cakes and Cookies, L. A. Young Spring and Wire, and California Cotton Mills. Guest speaker at the dinner was Leo Cherne, executive secretary of the Research Institute of America, Inc.

# Bay Area Council's Plan Calls For Two Bay Crossings at Once

**THE SIMULTANEOUS CONSTRUCTION** of two additional crossings over San Francisco Bay at an early date is the immediate objective of the Bay Area Council's master plan for bay crossings, Council Chairman William E. Waste stated in discussing the next move to expedite the proposed program.

"A crossing from south of Hunter's Point to Alameda County, and a crossing from north of Market Street in San Francisco to Oakland are both necessary at this time," Waste said in commenting on the master plan of toll crossings for the San Francisco Bay Area.

The master plan was presented at two citizens meetings in San Francisco late last year. Since then an increasing number of legislative bodies and civic groups in the Bay Area have officially recommended that the plan be given detailed study by state and federal government agencies.

The Council's services to help initiate and complete surveys of the plan were offered this week by Waste in a letter to the California Toll Bridge Authority. "The Board of Governors of the Council, other Bay Area civic groups and legislative bodies, which recommended the further investigation of the plan, all agreed that both crossings should be studied and constructed simultaneously, or as near thereto as good engineering, design and practice would permit," Waste wrote.

Immediate action on the resolution, adopted at the December 12, 1950, citizens' meeting and which demanded the detailed study of the Proposed Master Plan, was requested by the Council chairman as well.

## New de Young Museum Trustee Appointed

Edward H. Heller, San Francisco financier, art patron and civic leader, has been appointed to the Board of Trustees of the M. H. de Young Memorial Museum, President Herbert Fleishacker has announced. He takes the seat left vacant by the death of Nion R. Tucker.

Heller, an Army colonel in the last war, is a University of California regent and in 1941 was chairman of the Northern California Defense Savings Staff.

Changes in the San Francisco Art Commission were also announced.

Mayor Elmer E. Robinson appointed John B. Rodgers, San Francisco architect, to succeed Ernest A. Born, who resigned. The appointment is for a term ending Jan. 15, 1954.



**WILLIAM E. WASTE**  
Chairman San Francisco Bay Area Council

The Mayor announced the resignation of Edward S. Moore, an official of the musicians union and member of the commission, and appointment of Charles H. Kennedy, president of Local 6 of the Musicians Union, to succeed him.

This appointment will be continued until Jan. 15, 1955. Moore resigned because, he told the Mayor, of ill health.

Rodgers served as an architect for the Works Department of the Twelfth Naval District and was in private practice with the firm of Skidmore, Owings & Merrill. He became a partner in the firm in 1948.

Kennedy is a delegate to the San Francisco Labor Council and is a member of the executive board of the Labor Council.

## FIRM SENDING MILK TO FRONT

A new departure in maintaining fighting strength under today's strenuous battle conditions, fresh California milk and ice cream are being supplied to United Nations troops at the Korean front through the use of mobile dairy production units developed by an Oakland concern.

Details of the unit and some sidelights on the reaction of the hardy First Marines to the "treat from home" were described by Stephen L. Denning, vice-president of the International Dairy Supply

Company of Oakland, and former University of California dairy researchist, in a talk before the Oakland Chamber of Commerce Agriculture Committee at the Hotel Leamington December 18.

Separated into fats and dry solids at plants located in the state's milk producing areas, the surplus milk is recombined by the mobile units at strategic points behind the lines and airlifted to troop concentrations, Denning said.

Denning made these comments as part of a report on his two years as Director of the International Dairy Supply Company's program of installing and operating large milk plants for the armed forces.

Purposes of the program are to develop a market for America's surplus dairy products through Commodity Credit Corporation buying, and the providing of fine dairy nutrition for the undernourished people of nations friendly to the United States, he said.

Samuel H. Greene, Agricultural Committee Chairman, presided at the meeting.

## Victor B. Smith New World Trade Association Head

Victor B. Smith, vice president of General Mills, Inc., Sperry Division, has been elected president of the Chamber's World Trade Association for the 1951 term, succeeding Ralph V. Dewey, former president of Marsman Company of California and recently appointed manager of the New York office of Getz Bros. & Company.

Smith has been in export work for twenty-two years, and has spent his entire business career in the flour and feed business or allied industries.

Other 1951 World Trade Association officers are: First vice president, Frank M. Jacobs, manager, export department, Union Oil Company of California; second vice president, Ray C. Robinson, Sr., custom broker, Harper, Robinson & Co.; third vice president, Milton W. Melander, export manager, Stauffer Chemical Company; treasurer, Henry W. Drath, assistant vice president, International Banking Department, Bank of America, N. T. & S. A.; secretary, Alvin C. Eichholz, manager, World Trade Department, San Francisco

Chamber of Commerce.

Members of the group elected to the executive committee in addition to the officers are: James S. Baker, L. I. McKim, W. Clark McPherson, Woodward Melone, Richard D. Quinlan and P. R. To bin.

Incumbent members of the executive committee who will continue are: H. Alvarez, Dale I. Blanton, L. G. Dunn, Fred B. Galbreath, Gordon Graham, Howan Hutchins, T. R. Jamieson, E. R. Knauf, Arthur P. Lazarus, J. J. Lermen, Jr., A. D. Levis, Ira S. Lillick, Victor B. Smith and W. Kenneth Varcoe.

## San Mateo's New Sheriff Names His Assistants

Earl B. Whitmore, new Sheriff of San Mateo county, has named Walter Moore as his chief deputy.

Moore held the same post under former Sheriff James McGrath.

The 32-year-old ex-Redwood City police sergeant also listed a number of other appointments. His old prowl car partners, Theodore Moudakas and Deputy Sheriff Paul Jensen, will make up a newly formed Special Service Bureau to undertake special investigations.

Deputy Sheriff Delbert Creek was named as a full-time co-ordinator for the county's civilian defense program. Louis Lodi was named superintendent of the county jail at Redwood City.

The criminal investigation division was left virtually untouched. Deputy Sheriffs Jack O'Brien, Milton Minehan and Frank Marlowe were named again to posts on this squad.

Mrs. Dorothy Coll was named chief matron of the County Jail and Nick Zompolis was put in charge of the office's civil department. Walter Harrington will head the communications division.

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## PARK, OAKLAND C. OF. C. HEAD REPORTS GAINS

Oakland Chamber of Commerce President William H. Park presented the following report at the chamber's 46th annual luncheon, December 15:

"At such an annual affair, the president is called upon to report to the 'stockholders.' I assure you that I shall take only a few minutes to report on some of the highlights of the Oakland Chamber of Commerce. It will be a thumbnail sketch of only a few of the many and varied civic projects. Detailed reports will be mailed to the membership.

"Basically, we are an industrial community. New capital outlays for industrial expansion construction are being made at the rate of \$2,292,442 a month. During the past five years and 10 months the total investment in new and expanded industry totaled \$162,006,707. This included 850 projects, creating 20,061 new production jobs with an accompanying annual payroll of \$56,903,000.

"The Chamber's Highway Committee has been most active in furthering the freeway and highway program. State highway construction appropriations for 1951-1952 total \$10,400,000—an all-time high for Alameda County and, second, only, to Los Angeles County. Our objective in this field is to secure greater allocation of highway funds for Alameda County and to expedite construction of freeways, arterials, and bottleneck breaking solutions to traffic snarls.

"In the field of convention and tourist activity, we entertained 112 conventions, conferences and trade shows this year with a delegate registration upwards of 56,000. Our convention business surpasses the \$5,000,000 mark annually.

"The Oakland Chamber of Commerce will accelerate the area wide coordination program aimed at achieving maximum of production for national defense and securing the greatest number of defense contracts for local manufacturers.

"The program includes Washington-level presentations, pointing up strategic and dollar-saving value of an Oakland location as the principal production center for the Pacific Theater.

"Tied in with defense production effort, is the all-out push to gain improvements in all forms of transportation—rail, air, steamship and highway.

"Our blue-print for 1951 covers such projects as new hotels, privately financed multiple housing, off-street parking and rapid mass transportation—these will receive our continuous and energetic study.



**WILLIAM H. PARK**  
Div. Mgr. Pac. Gas & Elec. Co.  
Pres. Oakland Chamber of Commerce

"In addition to planning the major course for the future of this community, along the lines to which I referred, the Oakland Chamber of Commerce is here to serve all interests within the community.

"It will continue to succeed only as long as it has the militant backing and participation by the majority of our constructive-minded citizenry."

## S. F. Industrialists Named To Advise on Mobilization

Five San Francisco Bay Area industrialists and two Pacific Northwest bankers have been named to a newly formed board to advise the Army on local industrial problems and mobilization planning.

The men who will offer their services without compensation will be advisors to Dean Witter, chief of the Army's San Francisco Ordnance District, and to Major Gen. E. L. Ford, U. S. A., Chief of Ordnance.

Under the chairmanship of Samuel Kahn, former president of the Market Street Railway, the board includes:

A. Harry Bawner, president, W. P. Fuller & Co.; T. S. Petersen, president of the Standard Oil Co. of Calif.; Harrison H. Fuller, president of Bethlehem Pacific Coast Steel Corp., all of San Francisco.

Lingen A. Warren, president of Safeway Stores, Inc., of Oakland; E. C. Sammons, president of the United States National Bank of Portland, Ore., and Lawrence M. Arnold, chairman of the Board of the Seattle First National Bank, Seattle, Washington.

**MORE THAN ONE-THIRD** of all firearms deaths in this nation occur during the last four months of the year—proving that there is an open season on hunters as well as on game, reports the San Francisco Chapter of the National Safety Council.

Top month for hunting mishaps

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is November although September, October and December gun deaths rank well above the average for the rest of the year.

Surveys conducted by the Council during past years reveal that just three causes; human in the line of fire; mistaking humans for game; and hunting with the safety catch off; lead to more than 65 per cent of the fatalities.

Hunters who follow these rules listed by the Council probably will be able to avoid a serious accident:

1. Consider every gun a loaded gun and treat it with respect. This is the cardinal rule of gun safety.

2. Never carry a loaded gun into your auto, camp or home. Take them down or keep the action open as much as possible, when not hunting.

3. Always be sure that the action and the barrel are clear of obstruction.

4. Carry a weapon so that the direction of the muzzle can be controlled even should you stumble and fall.

5. Pull the trigger only when you are positive of your target. Don't guess—you might be wrong.

6. Never point a gun—loaded or unloaded—at anything you do not want to shoot.

7. Unload your gun before leaving it unattended.

8. Never climb a tree or a fence with a loaded gun.

9. Never shoot at a flat, hard surface or at the surface of water. 10. Don't make the often fatal mistake of mixing alcohol and gun-powder.

## CITY'S ELECTION OFFICIALS ARE IN LINE FOR PAY BOOST

More pay in prospect for San Francisco election officials—those citizens who serve as judges and inspectors on election days.

Following a recommendation of Registrar of Voters Thomas Toomey, Chief Administrative Officer T. A. Brooks announces he will propose a \$15 fee for inspectors and \$12 for judges. Inspectors have been receiving \$12 and judges \$10 for their day's work.

Brooks said he will ask the Board of Supervisors to provide \$11,276 in additional pay for 5,638 judges who will work the November municipal election and the June, 1952, presidential primary and \$7,653 for the 2,544 inspectors.

Toomey announced that starting with the June 1952 elections, the precincts will be increased to 1,322.

## Senate Group Urges Port Authority

Establishment of a San Francisco Bay Port Authority, as provided in legislation introduced in the State Senate, has been recommended by a Senate Fact-Finding Committee in its preliminary report.

The committee, headed by Senator Jesse M. Mayo (Rep-Angels Camp), listed these arguments in favor of a "regional authority of organization:"

1—Foreign trade in this area "has not kept pace with the growth of the Bay Region or Northern California," but has remained "at the approximate level of the late 1920's."

2—The flow of commerce has been impeded by "competitive port factors," including cargo handling costs, traffic congestion, inadequate facilities and unstable wharfage and terminal rates.

3—Trade promotion activity has fallen behind that of other major port areas.

4—Unstable industrial relations have caused shippers to lose confidence in "the harbor's ability to move cargoes without interruption of services."

As a preliminary measure, the report recommended establishment of a Ports Development Commission.

Sub-committees would be established to study cargo traffic and rate protection, trade development, port promotion and export-import activities, public, legislative and industrial relations, and development of facilities.

To put these plans into effect, the committee recommended appropriations of "at least" \$125,000 for 1951-52 operations.



THOMAS A. BROOKS  
Chief Administrative Officer of the  
City and County of San Francisco

## Second Century Club Elects New Officers

Frederick B. Rice, of Loomis Armored Car Service, has been elected 1951 president of the Chamber's Second Century Club.

Chosen as vice presidents of the organization which serves as a "public relations sounding board" for the Chamber, were Clifton W. Jacobs, Liberty Mutual Insurance Company and C. D. Helbig, H. S. Crocker Company.

M. R. Peters, Railway Express Agency, was chairman of the nominating committee at the meeting which was presided over by Lloyd E. Graybiel, retiring president of the club.

Organized in April of last year, the Second Century Club is a group of fifty junior executives from many of San Francisco's largest firms. They meet bi-monthly and discuss means by which community betterment may be accomplished in various fields.

Goals of the Club are threefold: to serve as a continuing liaison between the Chamber and the city's business and civic groups; to promote the Chamber and explain its activities to the community; and to cooperate in the assimilation of new members into the Chamber.

## Rheem Plans \$1,000,000 Expansion in Richmond

In a move to accommodate war-production needs, the Rheem Manufacturing Company of Richmond has let a contract for a new 200,000 square-foot building in San Pablo, it was announced by Pere Woodcock, general manager of

the Richmond Chamber of Commerce.

The Rheem Company is an important manufacturer of steel drums and household water and space heaters. During the last war the company made depth charges and steel drums for the military in its Richmond plant.

The current plant expansion will cost approximately \$1,000,000 and will mean the initial employment of 500 or more men.

According to G. M. Greenwood, the firm's vice president and treasurer, Rheem at present does not have any specific defense contracts. However, it is bidding, and Greenwood believes that in the months ahead his company will be asked to fill sizable defense orders.

The new structure's contract was awarded to Christensen and Lyons, Emeryville builders. The plant site is on a 52-acre tract, recently acquired by the Rheem Company, west of the Southern Pacific railroad tracks and the Niagara Chemical Division, Food Machinery and Chemical Corporation.

## GEORGE M. TAYLOR IN NEW POST

Appointment of George M. Taylor of Oakland, widely known in civic activities, as Manager of the Construction Industries Department of the Oakland Chamber of Commerce, has been announced by William A. Sparling, General Manager of the Oakland Chamber of Commerce.

Taylor succeeds Fred A. Wiren, who resigned to accept a position with the Seattle Chamber of Commerce.

Graduate of the University of California, Class of 1934, Taylor entered civic affairs in 1940, and has served as Executive Secretary of the Oakland Junior Chamber of Commerce, Secretary of the Downtown Merchants Association and Assistant to the President of the Downtown Property Owners

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Association. He joined the staff of the Oakland Chamber of Commerce in 1949 as Manager of its Civic Affairs Department. In this capacity he handled special assignments in connection with transportation, off-street parking and cultural advancement. During the period 1946 to 1949, Taylor served as Secretary-Treasurer of the Lincoln Construction Company.

In his new assignment with the Oakland Chamber, Taylor will also serve as Secretary of the Land Development Committee of Alameda County.

## Rush For Space At Garden Show

Advance commercial space sales and reservations for exhibit sections in the forthcoming 19th annual California Spring Garden Show, April 27-May 4 in Oakland indicate confidence in the Bay Area economic future, despite unsettled world conditions, according to show management.

Ned Rucker, manager-designer of the world-famous floricultural exposition, revealed that more than 90% of exhibitor space in the Oakland Exposition Building area has been reserved.

His aide, Kenneth E. Jenner, Garden Show business manager, added that sales of exhibit space in the Hall of Flowers and Trade Section in the Oakland Auditorium Arena are booming, with more than two-thirds of available exhibit areas already taken. Last year, 62 exhibitors showed in the Hall of Flowers, and indications point to a greater number in 1951, Jenner said.

Jenner attributes ever-augmenting interest in the Trade Exhibit section to its obvious public appeal, evidenced by attendance figures. A check made Sunday, April 23, 1950, tabbed attendance figures on that day of 24,017. Official attendance figures for the full eight days of the 1950 California Spring Garden Show were placed at 127,000.



# Oakland's Port Manager and Chief Engineer Has Long and Distinguished Public Career

**ARTHUR H. ABEL**, Port Manager and Chief Engineer of the Port of Oakland who finished his term as President of the American Association of Port Authorities last October and who was recently cited by the San Francisco Marine Exchange at its annual meeting for achievement in the interests of shipping, is beginning his twenty-fifth year with the Port of Oakland. Abel, who was Co-chairman of the Panama Canal Tolls Committee which was instrumental in establishing a more equitable basis for computing canal tolls, has been with the Port of Oakland continuously since its inception in 1926.

He was born in Walla Walla, Washington, the son of John C. Abel, who was in the furniture business. Moving to Spokane, Washington, in 1883, he was educated in the public schools there and later graduated with a civil engineering degree from Washington State College.

## ENTERED ENGINEERING

He entered the engineering profession by engaging in railroad engineering and construction work for the Hill system and the Northern Pacific in the Northwestern States. In 1908 he entered private engineering practice in Portland, Oregon, with the late G. B. Hegardt, engaging in general civil engineering, including construction, irrigation, logging roads, dredging, etc.

Abel and Hegardt transferred to the newly formed Commission of Public Docks in Portland, Oregon, in 1910 and started the construction of the port facilities there. Abel's first assignment was as assistant to Hegardt, who filled the position from 1910 to 1926, during which period they directed the operation of the port and carried out a ten million dollar harbor development plan to completion.

## CALLED TO OAKLAND

When Oakland decided to form the Port of Oakland and the Oakland Board of Port Commissioners to operate and administer the municipal harbor facilities, Hegardt and Abel were called to Oakland to launch the development program in the early part of 1926.

The two men planned and carried out the engineering work which resulted in the construction of the Outer Harbor Terminal, the Grove Street Terminal, Ninth Avenue Terminal, the Oakland Municipal Airport, and other Oakland harbor developments.

With Hegardt as Port Manager and Chief Engineer, and Abel as Assistant Port Manager and Assistant Chief Engineer, the two men were responsible for the carrying out of the Port of Oakland's

tion as a port engineer and administrator, and is frequently called upon for technical advice. He was president of the Pacific Coast Association of Port Authorities in 1939, and president of the California Association of Port Authorities in 1943, before becoming president of the American As-



ARTHUR H. ABEL

Port Manager and Chief Engineer  
of the Port of Oakland

Master Plan, an integrated program of development which has guided Port construction throughout the years, and which is still the blueprint for the Port's further development in the future.

Hegardt retired as Port Manager and Chief Engineer in 1932, and Abel was appointed to succeed him in that year and has guided the administrative, engineering, and operational destinies of the Port of Oakland Municipal Airport under the direction of the Oakland Board of Port Commissioners continuously since that time.

As a result of his outstanding work, Abel has a national reputa-

sociation of Port Authorities.

In addition he is a member of the American Society of Civil Engineers, East Bay Engineers Club, the Commonwealth Club of San Francisco, the Oakland Foreign Trade and Harbor Club, the Athens Athletic Club of Oakland, the Oakland Lions Club, the Oakland Chamber of Commerce, and other organizations.

He is married and has two sons and two grandchildren.

## LARGEST LIME TREE

The largest lime tree in the world is growing at El Cajon in San Diego County, according to the National Automobile Club.

# ANDERLINI INSTALLED AS PRESIDENT

**WITH JACK ROSENBAUM**, San Francisco News columnist, as installing officer, a new slate of officers was installed January 22 by the North Beach Merchants and Boosters' Association at the annual banquet held at the Three Little Swiss restaurant on Broadway.

Elios P. Anderlini, prominent attorney and civic leader, is the newly installed president, succeeding Fred J. Casassa who completes a most successful term as presiding officer.

Other officers and directors for the coming year are: Charles Devincenzi, first vice-president; Edmund Leveroni, second vice-president; Leo Bianco, treasurer; John Mazza, secretary; Peter Gallinetti, sergeant-at-arms; and on the Board of Directors, Leo Bandoni, A. Beronio, Reynald Bianchi, Emile Bonzani, Alex D'Angelo, Armond DeMartini, John P. Figone, Mel Franklin, Peter Giovanzana, Frank Lavezzo, Guido Lenci, Pete Leveroni, John Moscone, Dr. Roy Pasqualetti, Terry Ravazzini, Sal Reina, and P. J. Cesari.

Pete Leveroni was the chairman for the installation dinner.

# Vice Investigator For San Mateo

Thomas Foster, retired Secret Service agent of Atherton, has been appointed chairman of the San Mateo County Grand Jury's law enforcement committee last night.

As law enforcement chairman, Foster will direct the Grand Jury's graft and vice investigation during 1951. His appointment was announced by Jury Foreman Arthur R. Olsen of San Mateo.

# OPPONENT TO POST

James R. Tormey, newly elected San Mateo County superintendent of schools, applied the Golden Rule when he named Alva P. Patten of Redwood City, as superintendent of attendance. Mr. Patten opposed him in the primary election last year.

Ever take a look at the right front tire as a yardstick of your steering in parking? If you have done well, points out the National Automobile Club, the lettering on the tire sidewall will be intact. If not, you will find it pretty well erased. Rubbing the tire against the curb is one of the best ways of shortening the tire's life, for the sidewall is made of a lot less tough material than the tread.

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## FOURTH WORLD TRADE FAIR SET MAY 23 - 27 AT THE PALACE HOTEL

### Chamber President Invites Participation in Expanded Fair; Central Location Cited

San Francisco's Fourth Annual World Trade Fair has been scheduled for May 23 to 27, 1951, Wednesday through Sunday, at the world-famous Palace Hotel.

The hotel's Gold Room, Concert Room, Rooms A and B, and the corridor leading to them, will be combined to provide space for seventy-five exhibit booths on the ground floor, a total of nearly 15,000 square feet of floor space.

Sponsored by the San Francisco Chamber of Commerce and the World Trade Association, the Fair was initiated in 1948 with exhibits at the Ferry Building. In 1949, the Ferry Building exhibits were expanded and the following year the Fair was moved to the Scottish Rite Auditorium in order to have more space.

The Palace Hotel site was chosen for the 1951 Fair to provide a more centrally located meeting place, readily accessible to the downtown area and business district.

#### National World Trade Week

As in the past, the San Francisco event will coincide with the nationally-celebrated World Trade Week, scheduled in 1951 for May 20-26. Theme of the Week will be "Trade Abroad — Prosper at Home."

Sponsored by the Chamber of Commerce of the United States, the May event spotlights public attention throughout the country on world trade and shipping.

#### San Francisco Program

San Francisco's enlarged publicity program will be directed to emphasize the Fair, with special invitations to be sent to Chamber of Commerce and trade groups in all major western cities. Special efforts will also be made to attract buyers to attend the Fair, especially during the afternoon hours, 1 to 3 p.m., Wednesday through Friday. The Fair will be open to the public from 1 to 10 p.m. daily.

#### Chamber President Stresses Opportunity

In letters to the San Francisco Consular Corps, the embassies in Washington, D.C., and to leading firms in world trade and shipping, Alan J. Lowrey, president of the San Francisco Chamber of Commerce, said:

"We believe that the opportunity for trade expansion now is greater than ever, particularly for imported goods and services in the American market. For this reason, the Chamber and Association invite your participation."



ALAN J. LOWREY

Pres., S. F. Chamber of Commerce

With the emphasis on imported goods as in past fairs, many countries have indicated their interest in participating, with travel and tourism to be the major theme of many. Local importers, banks, steamship companies and similar organizations are also expected to again plan exhibits in the Fair.

The program for the Fair and World Trade Week observance in San Francisco will be under the auspices of the World Trade Association and the Chamber, through the latter's World Trade Department.

Managers for the Fair in charge of all space reservations will be Kriedt and Myers, Room 9028, Palace Hotel, telephone EXbrook 2-7443.

Descriptive brochures giving full details of the Fair, including a floor plan of available exhibit booths and their lease cost, may be obtained from Kriedt and Myers or from the Chamber's World Trade Department.

### Wesley Cannon Given Disaster Council Post

Wesley G. Cannon, former insurance company executive, has been appointed executive officer of the San Francisco Disaster Council and Corps. The position pays \$600 a month.

Cannon has served as vice president of Edward Brown and Son, also as production manager of the Pacific department of the Hartford Accident and Indemnity Co. and as manager of the State Compensation Insurance Fund of California.

In his new job, Cannon will be executive secretary of Admiral A. G. Cook, civil defense director, and chief of the division of personnel and recruitment.



# 631,256 ATTEND 11-DAY STATE FAIR; NIGHT SHOW ATTENDANCE INCREASES BY 5 PER CENT

ALTHOUGH ATTENDANCE at the California State Fair dropped from 698,235 in 1949 to 631,256 in 1950, when the hottest September on record sent the temperature as high as 109 degrees, crowds viewing the night theatrical performances increased and those at the races and horse show declined only slightly.

Ned Green, Secretary-Manager,

did that evening attendance at the grandstand for the theatrical performances, staged by Music Corporation of America, increased from 82,668 in 1949 to 87,050 this year, a 5 percent jump. Highest this year, a 5 percent jump. Highest attendance came on Sunday, September 3, when the largest crowd was on the grounds, 11,742 picking through the turnstiles for the night show that evening.

Admission to the afternoon races totaled 91,189 for nine days of horse racing and two afternoons of speedboat racing on Sundays. This compares with 103,332 who attended afternoon events at the grandstand in 1949, a drop of 11.7 percent. Admission Day holiday, which last year fell on Friday and this year on Saturday, provided an extra day of big crowds in 1949.

Horse show attendance for 11 nights was 37,956 this year, an 8 percent drop from 1949's 41,292.

Bettors poured \$2,579,148 through the pari-mutuel windows. He record smashing total the previous year was \$2,640,462, only 3 percent greater. Labor Day attendance this year was 16,161, which was well ahead of last year's best day when 14,992 attended on the same Monday.

## Lawrence Linn Promoted to Pat Brown's Office

Deputy Attorney General Clarence Linn has been promoted to supervise legal work of law enforcement in the attorney general's office.

The new assignment was announced by Bert W. Levitt, chief assistant to Atty. Gen. Edmund G. (Pat) Brown. Mr. Linn will be in charge of criminal appeal briefs and other legal work, functioning under the direction of Asst. Atty. Gen. Arthur H. Sherry, who is the attorney general's law enforcement director.

Mr. Sherry's other top assistant Harold G. Robinson, was sworn in as deputy director of the State Department of Justice. Mr. Robinson, former chief investigator for both the California Commission on Organized Crime and the special U. S. Senate rackets investigating committee, will supervise investigation work.

Asst. Atty. Gen. Henry Dietz was assigned to assist Mr. Levitt in a continuing "streamlining" of the attorney general's office.

## METROPOLITAN PLANNING FOR THE EAST BAY

FIRST STEP aimed at co-ordinating city planning in the Bay Area has been taken with formation of the East Bay Metropolitan Planning Council.

It is an unofficial body and has no enforcement powers but through discussion and cooperation, believes it can be in a position to make sound recommendations to the Planning Commission for reference to city legislative groups.

General overall desire is to visualize and blueprint expansion and development in such a way that what one city does will not interfere with the utility or aesthetic value of what another city does.

As established, with Emery Stone, Berkeley City Planning Commission, presiding, the Council consists of commissioners and technicians of the cities of Alameda, Albany, Berkeley, El Cerrito, Hayward, Oakland, Richmond, San Leandro and San Pablo.

## Five San Franciscans On State Chamber

Five San Franciscans have been appointed to the California State Chamber of Commerce, Adrien J. Falk, chamber president, announced.

The new members are: Elmer B. Johnson, freight traffic manager for Santa Fe Railway; C. D. Lafferty, industrial agent, Southern Pacific Co.; Robert E. Mayer, general manager, Pacific Steamship Assn.; Claude Minard, director, California Railroad Assn.; and Maitland S. Pennington, vice president, Pacific Transport Lines, Inc.

## Motor Vehicles In The United States

A grand total of 48,480,000 motor vehicles were registered in the United States at the end of 1950, according to the National Automobile Club. Representing an increase of 3,180,000 motor vehicles over 1949, this total comprised 39,710,000 passenger cars, 8,550,000 trucks, and 220,000 motor buses.

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## A. O. OLSON

(Continued from Page 6)

ed State Naval Shipyard at Hunters Point.

When the war ended, Olson was appointed to his present position to succeed Turner who was stepped up to the Utilities Manager's job when Cahill decided to retire.

The Bureau is quite an organization. The number of employees is small—263 (mid-January) and of those only 22 are administrative individuals. The others are operational and expert personnel. But this small force handles some rather stupendous jobs in the role of designers and auditors of the work completed by the prime contractors.

They have supervised the engineering problems involved in the Robinson rehabilitation of the Municipal Railway. In carrying out this assignment they have followed the orders laid down by the Head Man in the City Hall and his Public Utilities Commissioners, approaching their work with an utter disregard for the political factors involved.

While Olson is not completely unfamiliar with the problems of a railroad, sometimes he wonders.

"I wish they would be a little more co-ordinated in their thinking," he observes.

Then there are the Hetch Hetchy construction projects. Generally overlooked by the public, they run into considerable money. The latest to near completion is the \$25,000,000 trans-Valley pipe line.

When completed, its capacity of 74,000,000 gallons per day, with the 62,000,000 gallons daily capacity of the present line will permit a total available flow of more than 135,000,000 gallons per day. Adding the supply from Spring Valley sources to this total affords a water supply for San Francisco of some 200,000,000 gallons per day, or approximately twice the present average demands of 100,000,000 gallons daily. It is estimated that the increased capacity will meet all needs for the next ten years when still another trans-Valley pipe line will be required.

The next project of the Hetch Hetchy Division will tackle the construction of the Cherry Valley dam that will cost about \$13,000,000 although the direct cost to the city taxpayers will be only about \$4,000,000.

The \$9,000,000 remainder is being paid by the federal government as an investment in flood control. This arrangement, the first in the nation of its type, is unique in the respect that the Army Engineers are going to let some one else do the work they have always believed was their peacetime mission in life.

The Army Engineers always jealous of their rights in flood con-

trol work as evidenced by their no-quarter and continuing feud with the Bureau of Reclamation, have abdicated to a considerable degree on the Cherry Valley project.

The Army Engineers have the responsibility of protecting areas in the region of the Tuolumne River from floods that may be generated by that stream, fed by the snows of the High Sierra. Originally, the military men intended to construct their own dam.

Then the city officials, working in close co-operation with the executives of the Turlock and Modesto Irrigation Districts which share the Tuolumne River waters, pointed out that there should be another dam in the municipally owned system. They asked why the construction should be duplicated.

Much to the surprise of everyone, the Army Engineers agreed that there would be little sense in the duplication. The engineers laid down the specifications for the job as they understood it, the city engineers and the representatives of the irrigation districts contributed their ideas and a mutually acceptable plan resulted.

"Specifications for the preparatory work have been completed and will be submitted for bids within a short time," Olson says. "The first dirt will fly before spring."

Another of the building projects under Olson's supervision is the completion of San Francisco International Airport which seems to be something of an endless activity.

But the construction of the field and its improvements including runways almost two miles long is nearing completion. In addition to the latest \$30,000,000 voted in bonds for the project by San Francisco citizens, the federal government through the Civil Aeronautics Administration, has given the city more than \$2,300,000 for the job.

This money has been spent for land fill, runway paving, taxi-ways and aprons, drainage systems, water, power, and sewage facilities, roads, and parking space. Everyone concerned is hoping that sufficient will be left in the face of rising material and labor costs, to finish an administration building that has been planned for a number of years but currently has not progressed beyond the decorative flag pole stage.

All in all, since Olson took over his current duties, he has had to supervise the spending of more than \$75,000,000. At the same time he has made sure that the routine operation of his bureaus, such as the Hetch Hetchy power division, which pays the city more than \$2,500,000.00 a year, continues operating for the benefit of the taxpayers.

Other routine duties include tax

(Continued on next page)



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matters and land appraisals, protection and interpretation of water rights, the problems of rights of way, easements, grants, permits, leases and similar agreements.

Olson is certain that he has assembled one of the best engineering staffs in the United States. It is true that a number of the individuals were inherited from his predecessors but it is to his credit that he has maintained the quality of the organization.

One of the reasons that he has been able to do this is his willingness to listen to what the other fellow has to say. He is noted particularly in the department as the man who will give consideration—and credit—to the other fellow for his ideas and accomplishments. His attitude is summed up by his comment concerning the staff members:

"The men HAVE to know twice as much as the contractors. The boss is SUPPOSED to know as much as the men."

Despite the responsibilities of his job, he still finds time to enjoy other things that life provides when it is beautiful. While he likes to give the impression that he has been something of a gay dog in his day, he is a steadfast family man. He married Agnes Lunden in San Francisco in 1922. They have three children: Bob, Betty and Eleanor. The family home is at 179 San Felipe Drive, San Francisco.

Olson is an ardent hobbyist. He is not a joiner. He is a member

only of professional organizations, belongs to none of the civic and fraternal groups.

This is understandable when it is considered what he does with his spare time. He produces sound motion pictures. He collects stamps. He gardens. He skis. He fishes. He indulges in feats of mountain climbing.

He is one of the pioneers of magnetic-type sound recording, the device that today permits the Crosbys and other radio stars to offer a perfect show. All the misses and bum jokes of the original presentation may be eliminated and only the sure-fire gags used.

Olson was working with tape recording in 1940 and in 1942 used the theory in equipping his motion picture presentations with a running sound commentary. It was not until several years later that the system was developed sufficiently for use with regular radio productions.

Professionally, Olson is another of those seldom recognized civil servants who keep any government operating during changes of administrations. He is one of the individuals who give the citizens more in return than they themselves receive in pay or recognition.

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JOE AND CARL

## Mayor Installs Dettmering As Visitacion Head

J. Fred Dettmering, San Francisco Commissioner was installed president of Visitacion Valley Improvement Association for the eleventh successive term on Monday, January 22 at W.O.W. Hall. Other officers installed were Edward Quanna, vice president; Herman Hextrum, Jr., Secretary;



HON. ELMER E. ROBINSON  
Mayor, City and Co. of San Francisco

Charles A. Louis, financial secretary and treasurer, and Sam Polon, sergeant-at-arms.

Mayor Elmer E. Robinson serving as installing officer praised the membership for the outstanding accomplishments of the organization, one of the oldest civic groups in San Francisco. He particularly complimented President Dettmering for his service to the community as Library Commissioner, Labor official and Selective Service chairman for the past ten years.

Central Council past president Carroll Newburgh acted as M.C. with City Treasurer John J. Goodwin as sergeant-at-arms.

An overflow audience of members and friends from throughout San Francisco were present during the exercises and enjoyed the entertainment and turkey supper which followed.

## Martin European Tour Advertises Oakland

Phil Martin of H. C. Capwell Travel Service gave Oakland some extra advertising during his current tour of Europe.

The tour bus, carrying the sign: "Capwell's Tours, Oakland, California" received a great deal of attention, particularly in Austria.

## WHIT HENRY

(Continued from Page 3)

look at the design all over the arched windows of the second floor.

\* \* \*

POSSIBLY NO ONE has more difficulty in having his name pronounced correctly than San Francisco's own symphony conductor Pierre Montoux. Here are a few observations on his name, though on a nation wide scale: In L. A. and in San Berdo, They think he's great—Pierre Montoo.

In Eries, Yorks and Keokuks, The people praise Pierre Montux. This fact is known in Saginaw The best is our Pierre Montaw. In Europe all know this is so, There is none finer than Monto. And often up in Halifax, They sing the praise of P. Montax. While in the town of Austin, Tex. The folks all rave of our Montex. In San Francisco by the sea, We'll always love our Montoux, P.

\* \* \*

CAMELLIAS are more and more becoming favorite flowers in San Francisco and now is a good time to plant them. Here are six rules that are good to remember:

1. Plant in partial shade to protect them from direct afternoon sun, at least 3 or 4 feet from any building or wall. Your camellia can live for 200 to 300 years and will be a big tree some day.
2. Make a hole at least three times as large as the container and fill with a mixture of one part peat moss, one part good garden soil,  $\frac{1}{4}$  to  $\frac{1}{2}$  part sharp sand, and one part acid leaf-mold.
3. Plant a little high to allow for plant to settle. Do not crowd with other plants, and never dig around camellias. Protect in a cultivated bed with a circle of bricks or rocks.
4. Fertilize with commercial camellia fertilizer in the Spring and if necessary in mid-summer. Always water well before and after applying fertilizer. Use fertilizer sparingly. Too much can kill the plant. Apply evenly at a distance from the trunk of the plant.
5. Water frequently, using one inch of peat moss on surface to help maintain moisture. Large plants may require very slow watering to wet the soil deeply enough. Be sure adequate drainage is given, especially during the rainy season. Water must not stand.
6. Never allow to dry out.

Now I hope you have good luck with your camellias.

\* \* \*

SOME TIME AGO I told about putting a fuschia into a potato and then planting the whole thing.

My wife tried it out and the only report I can give on the experiment is that the fuschia died but the potato did very well.

\* \* \*

MANY PLACES IN CALIFORNIA have interesting stories as to how they received their names. Even the origin of our state name is uncertain. The name "California" so far as is known, first appeared in a novel entitled "Las Sergas de Esplandian" . . . "The Adventures of Esplandian," written by Garcia Ordenez de Montalvo, and published in Toledo, Spain, between 1510 and 1521. California was the name given to a fabulous island in the Pacific, rich in minerals and precious stones, and said to be the home of a tribe of Amazons, of which California was queen. This romance was first called to the attention of the public in 1862 by Edward Everett Hale, author of "The Man Without a Country." Bernal Diaz, com-

panion of Cortez, wrote of California as a "bay," following an expedition to Baja, California. For a number of years California was inscribed on the maps as Alta California.

Raccoon Straits which is in San Francisco Bay between Angel Island and the Marin County shore was named after a British warship named "Raccoon" which anchored in the bay in 1814 to make repairs.

Mt. St. Helena was named by a Russian. In 1841 Princess Helena de Gagarin, niece of the Czar of Russia, and bride of Count Alexander Rotcheff, governor-general of Siberia, arrived at Fort Ross, ascended the mountain and christened it for her patron saint, Helena, mother of Constantine, the first Christian Roman Emperor.

What's in a name?

The foregoing information is from a booklet written by my very good friend Tom Brown. Thank you, Tom.

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# 1950 Banner Year Expansion In Fast-Growing San Leandro

SAN LEANDRO'S CONTINUING INDUSTRIAL BOOM brought the city approximately \$8,160,00 in new and expanded manufacturing facilities during 1950, according to a survey completed by the Industrial Committee, San Leandro Chamber of Commerce.

A total of 1,200 industrial jobs were added to city payrolls, according to Henry Lenninger, committee chairman. Coupled with 1949's industrial development of more than \$9,000,000 and 1,800 new jobs, this progress assured San Leandro of retaining its standing as one of the fastest-growing industrial centers in the country, Lenninger said.

He declared that the boom had placed San Leandro in the strongest position in its history to go out and compete for business and homeowners as well as more industries. "This steady increase in local industry indicates a sound and prosperous future for the largest community in Southern Alameda County. Even now we are anticipating several important developments that are on the horizon," the Chamber chairman declared.

The Chamber survey revealed a total of 117 factories, plants and other industrial firms in the San Leandro area, with 74 percent of them having located since 1947.

Among major companies opening or commencing plant construction in the San Leandro area last year were: Andre Paper Box Company, Golden Grain Macaroni Company, Purex Corporation, Special Equipment Company, Workman Packing Company, Universal Form Clamp Company, General Foods Corporation, Modernair Corporation and Compost Corporation of America.

In addition, expansion programs were initiated by the Friden Calculating Machine Company, Monadnock Mills, Stenzel Pickle Company, California Packing Corporation, San Leandro News Observer, Homekraft Baking Company, Pacific Can Company, Ry-Lock, Alves Transportation Service and many smaller firms.

Property was purchased for future industrial use by Golden State Company, Ltd., and Republic Supply Company of California.

Lenninger credited San Leandro's rapid industrial growth to the city's "big fifteen" advantages which make the area attractive to industry.

He described these factors as:

1. Low Tax Rates.
2. Effective Sewage Disposal.
3. Assured Water Supply.
4. Adequate Housing.
5. Low Utility Rates.
6. Controlled Bonded Indebtedness.
7. Low Crime Rate.
8. Excellent Fire Protection.
9. Convenient Transportation.
10. Ample Labor Supply and Labor Stability.
11. Planned Zoning.
12. Complete Governmental Cooperation.
13. Ideal Climate.

## Alameda Selects 1951 Grand Jury 14 Men, Five Women On County Panel

Fourteen men and five women have been selected to serve on the Alameda County's grand jury for 1951.

Robert MacNeur, Jr., mortuary official, 1028 Hollywood ave., Oakland, was appointed foreman and Mrs. Evaline Otis, civic leader of 916 Union St., Alameda was named secretary.

The other jurors are:  
Leo Baum, 5625 Snake Rd., Oakland; Frank Burke, 1221 Grand St., Alameda; Clyde L. Chamblin, 836 Rosemont Ave., Oakland; Donald Dorr, 1521 Madison St., Emeryville; Leland S. Dunham, 1100 Underhill Rr., Oakland; Elvyn C. Evers, 757 Alvarado Rd., Berkeley; Mansfield W. Garratt, 1619 Moreland Drive, Alameda; Eleanor Holmes, 690 Spruce St., Oakland; William H. Jamison, 6024 Lawton Avenue.

## Crockett Man Again Planning Chairman As Staff Reelected

Reorganization of the county planning commission has found J. P. Connors of Crockett being returned to office as chairman.

Connors, with 20 years of service, is the oldest member from a standpoint of years on the commission.

H. E. Ward of Pittsburg has been reelected vice chairman and Gerald F. McCormick of Antioch, who assumed the commission's secretaryship six weeks ago when he was appointed to succeed Rene Narberes of Concord, resigned, was returned to that office.

## Antioch Shipyard to Build Wood Minesweepers

Fulton Shipyard of Antioch is one of the sixteen private shipbuilders selected by the United States Navy to build forty-two minesweepers of wood construction, according to a recent announcement by the Department of Defense.

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# CITY-COUNTY RECORD

MARCH, 1951

Vol. 18 — No. 3

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SAN FRANCISCO AND THE BAY AREA

THE MAGAZINE OF GOOD GOVERNMENT



**THOMAS CONNOR LYNCH, District Attorney**  
**City and County of San Francisco**

(See story on Page 5)

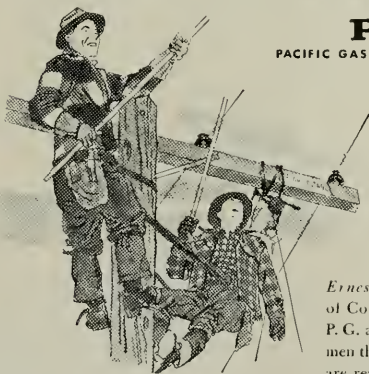
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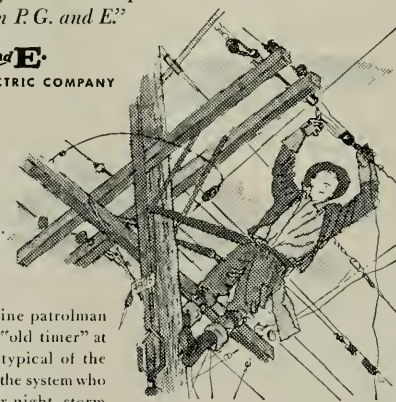
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## Alameda Democratic Council Elects Lyle Cook President

Election of Lyle E. Cook, Berkeley attorney, as the new president of the Alameda County Democratic Council for a two-year term was announced following a recent organization meeting.

Other officers elected include Tarea Pittman of Berkeley, first vice president; Robert S. Ash of Oakland, second vice president; Charles Murray, third vice president; Jean Binyon of Hayward, secretary, and Sheldon Sackett of Piedmont, treasurer.

New directors are Clara Shirsper, Margaret S. Gordon and Elizabeth H. Witkin of Berkeley; George McDonald of Alameda; John Vickerman, Morris Henerison, Stanley Brown, C. L. Dellums and John Hoffman of Oakland.

## Officers Elected By Orinda Group

Officers to direct activities of the Orinda Association during 1951 have been announced following their election by the board of directors.

Heading the group is Kirk Miles and serving with him are Horace

Breed, vice president, and Kirk Miles, secretary. Mrs. Ned de Laveaga was appointed a director to fill the vacancy left by departure of F. S. Clough from the community.

## Eric Peterson Planning Head

Election of Eric Peterson, El Cerrito city planning commissioner, as president of the newly organized East Bay Metropolitan Planning Council has been announced by the group.

Other officers include John Reardon of San Leandro, vice president; Corwin Mocine of Berkeley, secretary; George H. Hoyt of Albany, Resti Zaballos of Hayward, Carl Olson of Oakland, Prof. Michael Goodman of Berkeley and J. B. Coorie of Richmond, directors.

The group was organized to discuss mutual planning problems of cities in Alameda and Contra Costa counties.

# CITY-COUNTY RECORD

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## Around and About

By WHIT HENRY

**WHAT HAS HAPPENED** to the old fashioned home-made kite? Wherever one sees the younger generation at this rather fascinating pastime, they are all using the "store-boughten" variety. When I was a youngster (don't ask me how many years ago that was), we made our own, using newspaper, string and flour and water paste. The "sissies" flew the butterfly kites but not in my block. What's the matter with the youngsters of today?

**IN EVERY DAY LIFE** do Gabriel Heatter and Milton J. Cross talk that way?

**THE DOWN TOWN THEATER** at Mason and Ellis Street has revived vaudeville. The sponsors of this form of entertainment are to be congratulated and deserve the support of all San Francisco. There was a time when vaudeville was a part of San Francisco life, as much as are the Seal Rocks and the Golden Gate. They are putting on well balanced performances and with public support this type of show will prosper and who knows—possibly be the start of a new circuit that is the life blood of real vaudeville. Good luck to the Down Town Theater.

**ON SOME MAPS** of California there is a section shown as the Yolla Bolly Primitive area. The name is enough to whet the imagination; it lies approximately midway between Red Bluff and Garberville. Over 77,000 acres are in the Trinity National Forest. This area contains numerous high peaks, an abundance of game, and is exceptionally beautiful. . . Trails radiate throughout the area and more are contemplated for the use of the recreationist, as

well as for fire protection. South Yolla Bolly, North Yolla Bolly and Black Rock Peak are all over (Continued on Page 22)

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## Letters to the Editor

Phoenix, Arizona, Feb. 18, 1951

Editor—I received my copy of the February issue of your excellent publication, the City-County Record and hasten to congratulate you on publishing an interesting and worth while magazine. I showed my copy to Attorney General Wilson of Arizona and he said it is just the kind of a magazine they need in Phoenix. He was most complimentary in discussing the issue.

Sincerely

FRED G. AINSLIE, Commissioner  
S. F. Board of Permit Appeals

\* \* \*

February 15, 1951

To the Editor—May I thank you on behalf of the Board of Directors and of the Children of Edgewood, for the excellent and comprehensive special spread in the February issue of the City-County Record, with the stories and pictures of Edgewood and its Centennial.

We are all most appreciative of the interest shown, and the time and effort taken in order to obtain such good results. It will have a place of honor in our Centennial Scrapbook.

Please convey our warmest thanks to members of your staff.

Most sincerely,

FRANCES M. BOWES (Mrs. E. Lawrence Bowes)  
President, Board of Directors, Edgewood,  
San Francisco Protestant Orphanage.  
Monadnock Bldg., 681 Market Street, San Francisco 5, Calif.

\* \* \*

February 14, 1951

The Editor: In your February issue, page 14, you have on the Bay Area Council's plan which calls for two Bay crossings at once.

It is my belief that the only sensible crossing that should be proposed or worked upon at this time is the Reber Plan. This provides crossings from San Francisco to the East Bay, and from Marin to the East Bay—all interconnected, all at a little above high tide level so that there would be no uphill pull such as is required for steel bridge crossings, and you would not only have your transportation but also a water conservation problem solved.

The Board of Supervisors of the City and County of San Francisco have had many hearings and have approved of the request of proponents of the Reber Plan on several occasions.

Now, as to a matter of patriotism. We are rearming this nation. Steel is a vital part of our arming program. Anyone with common sense knows that the government will not allocate steel for bridge construction purposes when it's so much more badly needed in other directions.

The Reber Plan can be built with material found locally—material which needs no priority and material which would have no maintenance costs. In other words, granite outer walls, and suction dredges could suck up from the bottom of the Bay the fill for the inner part of the Plan.

Another feature from the standpoint of National Defense: It supplies unlimited quantities of fresh water available immediately in this area—and fresh water will absorb and dissipate the strength of an atomic bomb much better than salt water will.

It would simplify the problem of evacuating this City if it should have to be evacuated. It would create a far friendlier feeling among the agricultural interest of this State, and incidentally these agricultural interests have an enormous purchasing power which would do the City of San Francisco a great deal of good if it was all concentrated in this area.

The cost of the Reber Plan would certainly be no greater, and probably much less, than the cost of two bridges.

The Reber Plan could be built for a capacity that would stand for all time. The bridges would have their load limit reached within a space of ten to twenty-five years.

Furthermore, from a national defense standpoint, convoys could be assembled behind the Reber Plan, ships could be overhauled and repaired in the fresh water areas, absolutely safe from any submarine attacks.

I am enclosing a map which will give you an idea of the proposed Reber Plan. Study it and I know you will sell yourself on the common sense of the Reber proposal.

With kindest regards, I am

Very Truly Yours,

WALTER J. WALSH, Attorney.



# THOMAS CONNOR LYNCH

## District Attorney City and County of San Francisco

By WILLIAM FLYNN  
Special Writer — The Record

THOMAS CONNOR LYNCH, San Francisco's new district attorney, is an individual who had an idea long ago and stuck with it. He decided he wanted to make a career of government service. He has.

Since he abandoned the insurance business almost twenty years ago for the law, he has never engaged in private practice. He has devoted his full time to the role of prosecutor, representing the federal and the municipal governments.

He has no intention of changing his habits at the present time. He will seek election to the office of District Attorney, which he received through appointment by Mayor Elmer E. Robinson after Edmund G. (Pat) Brown was elected State Attorney General last November.

The appointment of Lynch as the city's chief criminal prosecutor has been viewed from several angles by those who stop and think about such things. One of the views is slightly distorted. The other appears in sharp focus.

### DISTORTED IMAGE

The distorted image is seen by those blessed with second sight. They see the Lynch appointment as an alliance of a political nature that adds another supposedly independent municipal office to the roster of Mayor Robinson's staff. Those who see this picture say the Mayor now has his office, the Police Department, and has touched third with the Lynch appointment. Just what department's home is a matter of conjecture.

More in focus is the other picture of the Lynch appointment. This is seen by the more objective judges. They not only consider the obvious facts but consider the character of the two individuals involved.

Mayor Robinson's philosophy of government is so well known in San Francisco that it does not need discussion or review here. The major daily papers virtually without a dissenting vote have agreed that he has provided the city with a good administration and is entitled to re-election in November. The experts who formed such opinions are supposedly qualified judges so their conclusions may be accepted.

With it stipulated that the Mayor's motives are always inspired by a desire for good government, there remains to be considered the character of the other party to the agreement, Thomas Connor Lynch. The factual details of his life and background, the record of his work as a prosecutor and his sincere philosophical definition of his job, all lead to an interesting conclusion. He is capable of handling the job.

San Francisco's new District Attorney was born on Noe Street, not far from where now stands the Franklin Hospital, on May 20, 1904, the son of Patrick Lynch, a native of County Kerry, Ireland; and Mary Connor Lynch, who was born and reared of Irish parentage near Hollister, California.

### LOST PARENTS

His mother died when he was less than three years old. His father was killed as result of his attempts to save other injured in a Market Street accident when Lynch was nine years old. The father was awarded a Carnegie Medal of Heroism. The son was raised by Irish relatives and "went on my own" when he was about 16 years old. The uncle with whom he lived the longest while still dependent on others for care was John Lynch, a San Francisco police officer.

The future District Attorney attended the Mission Dolores Grammar School, the St. Ignatius Grammar School, the Santa Clara Prep School now known as Bellarmine near San Jose, and studied

for a year at the University of Santa Clara under the Jesuit Fathers, who are noted for their insistence that the student learn something besides the half-baked theories of social living, whatever the modern educators may mean by that phrase.

After a year at the University, Lynch abandoned formal education for a time and went to work. His first job was that of a mail clerk for the Fireman's Fund Insurance Company in San Francisco. Several years later he was a company underwriter with supervision over the activities of agents in Southern California, Arizona, and New Mexico.

### WELL ON WAY

He was well on his way toward becoming a great big insurance executive when he decided to study law, enrolling at the University of San Francisco night school. He was graduated in 1930 and the same year acquired membership in the nation's most exclusive closed shop union, the Bar Association. He remained with Fireman's Fund three years and then accepted appointment as Assistant United States Attorney in the office of Henry H. McPike.

In 1932, Lynch married Virginia Summers, a native of San Simeon and a member of a pioneer Spanish family. The couple have two children, Michael, 13; and Kevin,



THOMAS C. LYNCH  
District Attorney  
City and County of San Francisco

eight. The family home is at 98 Clarendon Avenue.

Lynch is very frank when asked how it happened that he was appointed an Assistant United States Attorney the year that President Roosevelt took office the first time out.

"Its simple," he says. "I asked for the job."

In addition to the fact that he has the personality for politics usually associated with the more charming of the Irish, his sponsors included the late Senator William Gibbs McAdoo, then the big wheel of Democratic patronage in California.

As a member of McPike's staff, (Continued on next page)



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**THOMAS C. LYNCH**

(Continued from Page 5)

Lynch got a chance to practice law. He specialized in Secret Service matters, criminal income tax cases, and veterans cases, and was given the opportunity to practice the art of a trial lawyer. It developed that he had considerable talent for the job.

One of the cases in which he participated may not be remembered by the modern generation—the way time flies and writes history on the run—but it was of national importance once upon a time.

**GANGSTERS LOSE**

Then, long ago, there were gangsters loose in the nation who were known as the Dillingers and the Nelsons. They were considered very rough characters indeed, for they went around in the fashion of uncouth individuals, holding up banks and shooting people. Edgar Hoover, the head special agent of the Bureau of Investigation of the Department of Justice, was just emerging as the nation's No. One Dick Tracy and he turned loose a group of clear thinking, light limbed, clean cut young men.

As every good melodrama ends, right triumphed over wrong. The hero eventually trounced the villain before the final curtain although he had several narrow escapes as the suspense of the production developed. The FBI Agents wiped out the gangsters.

But there were several related issues. The gangsters had not operated alone but had received aid and comfort by supporting characters. It was the task of the government's legal eagles to mop up this residue problem.

**PROSECUTED NELSON**

Nelson, it developed, had found a home away from home in the vicinity of San Francisco. Lynch participated in their prosecution.

More than a majority of the defendants were convicted and sent to prison—to be forgotten as bigger problems attracted the attention of the people, problems such as the Middle War when killing was dignified because it was wholesale.

Lynch remained with the United States Attorney's staff until Edmund G. (Pat) Brown was elected District Attorney, replacing Matthew Brady who then turned up after a decent interval as a Municipal Judge. When the new man took over the office, Lynch became a member of his staff, thus transferring from the federal to the municipal payroll.

For about six months he had no title. He just did the work that came to his desk. Then he was given the title of Chief Assistant District Attorney—and more work.

Lynch made the change in

offices but not in duties for several reasons. He was a friend of the new District Attorney who asked him to become a member of the "firm." He also considered the change an opportunity to try a more important job.

He continued his activities as a trial lawyer for more than a year, then assumed a greater share of the administrative duties of the District Attorney's office. It would not be an unfair supposition that Brown was training him slowly for the top spot for Edmund G. (Pat) even then had his eye on far horizons. Right now, some say, he is seeing the vague outline of the Governor's office in Sacramento.

**NO DESK OPERATOR**

But Lynch did not become a big desk operator. He participated in the major prosecutions undertaken by Brown, including the Inez Burns and Nick de John case. These two trials are significant because they sharply outline Lynch's thinking concerning the duties and responsibilities of a District Attorney.

The Burns woman was involved in the abortion racket. The police department and the District Attorney's office produced sufficient evidence to win a conviction, a feat that was approved by the State Supreme Court. There never was a question of whether the prosecution should be dropped although considerable pressure might have been brought to bear.

The Nick de John case was something else.

de John was the one-time Chicago hoodlum who ended up in the luggage compartment of a swank automobile, a garrote around his neck, very dead and discolored. From all indications, someone had done him in. The only question to be answered was: "Who?"

Eventually the police department and the District Attorney brought several individuals to trial for the murder. The police dug up the state's star witness. Eventually the character of the individual appeared questionable.

**INCONCLUSIVE TRIAL**

Brown, after consultation with Lynch and other members of his staff, finally brought the trial to an inconclusive end because he did not believe his best witness could be trusted.

His action meant sacrificing any chance of success in the interests of justice. He was criticized. But, it might be recalled that a one-time United States Attorney General, Homer Cummings, is remembered by students of civil liberties for his similar decision in the case of an alleged killer.

Brown's action, with Lynch hav-

(Continued on Page 99)

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# San Francisco Press Club And Union League Club Merge

**B**Y A SUBSTANTIAL AFFIRMATIVE VOTE of the membership of both groups, the Press Club of San Francisco and the Union League Club have consolidated. With the merger completed early in March the Press Club will leave the quarters at 449 Powell Street which it has occupied since 1913, and the new club—to be known as the Press and Union League Club of San Francisco—will be en-  
 -sconced at 555 Post Street.

The latter is the home of the present Union League Club.

The merger will join two of the city's oldest social clubs and will create the largest organization of its kind in San Francisco. Both clubs date their origins back to the late 1880's and both have played a prominent part in the development of the Golden Gate metropolis.

The amalgamation will create a membership of some 2,500 men, the largest roster of any local club, according to leaders of the two groups.

Historically, the Press Club is by a few months the older of the two organizations, since its life goes back to 1888, when a small group of early day scribes met in a pair of rooms at Bush and Montgomery streets to give the club its start.

Since that day, the club has been quartered in several downtown spots, and has played host to the great and near great of succeeding generations.

The list of famous people who have been guests of the Press Club includes many names, such as Lillian Russell, President Taft, Teddy Roosevelt, and scores of others down through the years.

More recently, Generals Dwight Eisenhower and Omar Bradley, Admiral Chester Nimitz, Eamon De Valera, John L. Lewis, Dean Acheson, Robert A. Taft, Pandit Nehru and a host of other modern day dignitaries have appeared at the club's off-the-record "gang dinners."

The Union League Club in a sense dates back to the Civil War, when groups bearing the Union League name were formed to support the North, Abraham Lincoln and the Republican party.

The local group was not formally organized until 1889, however, and it has not been for many years an arm of the Republican party as clubs with similar names are in other cities.

Like its new partner, the Union League Club has known many prominent Americans, among them Samuel M. Shortridge, one-time U. S. Senator from California and past president of the group, Charles F. Crocker, Leland Stanford, William H. Crocker and ex-President Herbert Hoover. Until regular elections are held later in the year Dick Chase, present



**DICK CHASE, President**  
 Press and Union League Club  
 of San Francisco

president of the Press Club and city hall representative for the San Francisco News, will preside over the new organization. A new board of directors will consist of seven directors from each group with Harvey Wing, a member of both clubs as the fifteenth director. Other officers will be drawn from the present officers of both groups.

## \$2,000,000 Hospital For Contra Costa

Construction of the \$2,000,000 hospital of the West Contra Costa hospital district will begin in July, the Richmond City Council has been told by District Secretary Frederick Bold.

The hospital will have a 100-bed capacity, but it can be increased to 250 beds with additional construction.

**Ed. C. ONGERTH**

*Draying*

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**MUNI WINNER RECEIVES \$50 CASH PRIZE**

(Left to right) Jame H. Turner, General Manager S. F. Public Utilities; Iver C. Larsen, S. F. Safety Council Chapter Manager; Walter E. Stone, the winner; Paul Coburn, Director Motor Transportation Bureau of the National Safety Council; Harrison Davis of Felder, Sorensen & Davis, donors of the monthly prize; Frank Davin, editor National Safety Council's Public Safety magazine; Paul J. Fanning, director S. F. Utilities Bureau of Personnel and Safety. Winner Stone is being congratulated upon his splendid record as Muni employee.

## JANUARY "MUNI MAN OF THE MONTH"

**WALTER E. STONE**, a starter at the Forest Hills station, today was named fifth winner in the Municipal Railway's "Muni Man of the Month" contest. He will receive a \$50.00 award donated by the transit advertising firm of Fielder, Sorensen & Davis. Mr. Stone's never failing courtesy which prompted many people to commend him, as well as an official commendation from the Miraloma Park Improvement Club, clinched his selection over the 724 other Muni men nominated in January.

Forty-six years old, Mr. Stone and his wife have two sons, Harold and Leonard, both of whom are attending college. His experience with his sons apparently gave him the proper "touch" for dealing with college students, as several of his commendations came from students at City College.

Mr. Stone is a veteran rail-roader, starting with the Municipal Railway in 1926. He operated various busses before three years ago when he took over his present duties. He lives at 1538 - 46th Avenue.

Runners up in the January contest were:

Luther E. Howard, 54 Clara Street, No. 18 line; Arist H. Caloudis, 224 Sixth Avenue, No. 5-B line; aGston P. Lebrun, 44 Southwood Drive, "L" line; Joseph Montaleone, 55 Godeus Street, No. 6 line; Nick P. Revello, 2792 - 24th Street, No. 47 line; Mary Alice Ball, 1945 Fulton Street, No. 60

Jackson line; Abner J. Wilson, 768 Page Street, No. 30 line; Samuel Barone, 2708 Hyde Street, No. 1 line; Vincent Groves, 1305 Lyon Street, "B" line; Manuel Sanchez, 80 Bayview Street, No. 19 line; George D. Jacobs, 587 Silver Avenue, No. 6 line.

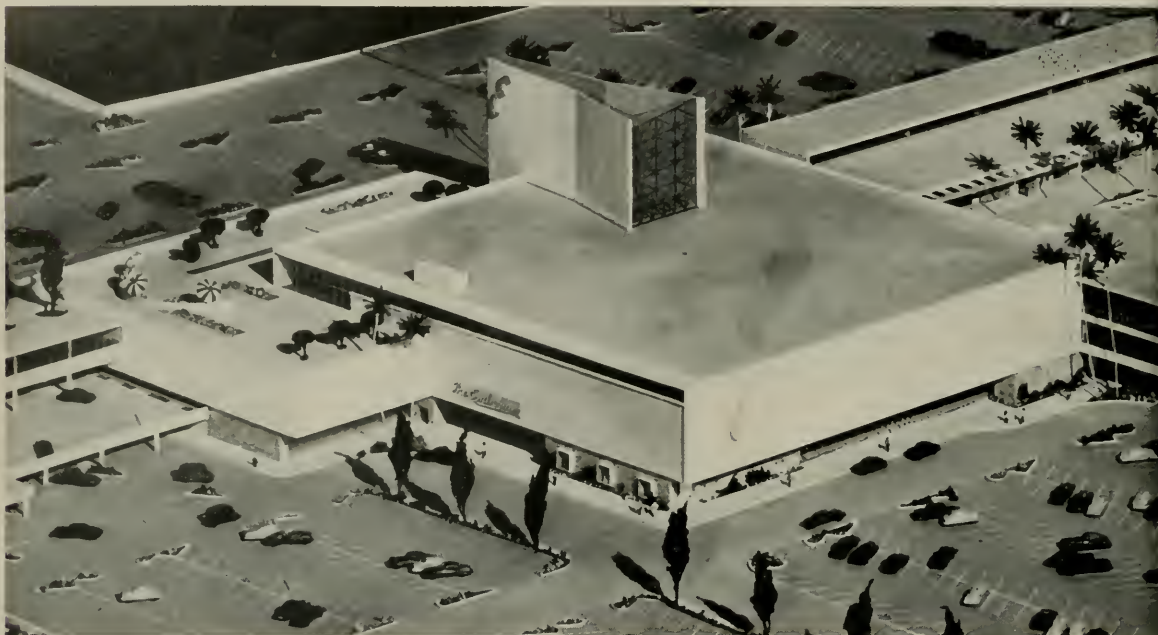
### LIFE-SIZE SIGNS

Those traffic warning signs you see on city streets and rural highways are "Signs of Life." The California State Automobile Association urges you to heed their messages.

## HIGHWAY WISE WAY



# Emporium's New Merchandising Center Nearing Completion at Stonestown



ARCHITECTURAL MOCK-UP OF EMPORIUM AT STONESTOWN  
FROM NORTHWEST CORNER OF BUILDING



PREVIEWING STONESTOWN COMMUNITY CENTER

(Left to right) E. C. Lipman, president of Emporium Capwell Company and Welton Becket, architect, look and listen attentively as Ellis Stoneson, president of Stoneson Development Company, points out the many modern features incorporated in the Community Center which they are building.

## Modern Store for Big "E" Within Easy Access for 400,000 Population

**T**HE EMPORIUM'S NEW STORE at Stonestown is now rapidly becoming a reality, with the opening date tentatively set for Fall of this year.

The Stonestown Community Center has been on paper for two years, with the initial planning having begun in 1948. Construction has been under way since last April. Financing for the project is the largest single loan in the bay area.

The Emporium's new unit in this project is designed to the specifications of E. C. Lipman, President of The Emporium-Capwell Co., with architectural plans by the firm of Welton Beckett A.I.A. & Associates. The total project occupies 35.19 acres, of which The Emporium occupies 2½ acres. There will be approximately 6½ acres of floor space within the building (258,206 sq. ft.) on three levels.

The buffet, general offices, and the home furnishings department will be located on the lower level.

The middle level will include ready-to-wear and accessories, smallwares, men's wear, intimate apparel, and the collegienne shops. The upper level will house the infants' wear, clothing for boys and

girls, art needlework, linens and domestics, piece goods, toys, beauty salon, optometrist, and the women's lounge.

The auditorium, seating 300, is also on the upper level. It will provide space for public service and community events—in addition to store promotions—such as have made The Emporium on Market Street the hub of San Francisco. The auditorium has full stage, projection equipment, dressing rooms, and the newest lighting equipment.

The building, as designed by Mr. Becket, is of reinforced concrete, with a fieldstone and brick veneer exterior. Its interior decorative theme will reflect California History, with emphasis on the Golden Era of early San Francisco.

In the lighting of merchandise



the aim has been consistently to approximate the kind of light in which the merchandise will normally appear. Thus, the lighting of apparel will be as close as possible to street lighting, while furniture and rugs will be shown in the normal lighting of a home. To gain these effects, great care and ingenuity have been expended in the combination of fluorescent and incandescent lights.

Heating and ventilating will be accomplished by means of packaged units, providing individual area control. In case of power failure, an emergency generator is provided. The Emporium's new unit will have its own well to supply water for all uses other than for drinking or for the kitchens.

The buffet, seating 210, will be open for food service throughout the entire business day of the unit. Convenient locker service for the checking of parcels will be provided.

300 TELEPHONES

Three-hundred house telephones will be required to service adequately the needs of shoppers, since more than 400,000 people live within four miles of the Stonestown area. The Emporium's new unit will also have at least thirty public booth phones, and the most modern public address system yet installed in a retail store.

There will be parking accommodations for 2,500 automobiles. And to insure pedestrian safety, no trucks will be permitted in these areas. All truck deliveries to The Emporium's new unit, and to the other stores of the project, will be by underground tunnel.

Public transportation to the new store will be by streetcar and bus. Interior transportation will be by the newest types of escalators and elevators.

GENERAL LAYOUT

The general layout of the building will be casual, with entrances to its two major levels opening directly from the parking area. A planned sequence of departments will bring all related merchandise in close proximity for customer convenience.

Because The Emporium's new unit will not have the pedestrian traffic of a busy downtown street, display windows are being held to a minimum. With primary traffic inside the store, new techniques in aisle and department displays are stressed, with emphasis on exhibits of merchandise within the selling areas.

The Stonestown project is one of the few shopping centers in the entire country to be fully coordinated in design. With 47 other stores flanking a mall walk approximately 750 feet long—as well as a medical-dental building and a super market—all buildings



will fit into a uniform plan, as designed by Mr. Becket for the Stoneson Development Corporation.

The Emporium's new store is estimated to cost \$3,500,000 for the building, \$2,500,000 for store fixtures and equipment. Merchandise expenditures to guarantee the desired selection for each depart-

View shows relation of Stonestown Community Center and the new Emporium to surrounding populous area.

ment will bring the final figure to between eight and nine million dollars.

The unit will provide more than 40 per cent of the selling area of The Emporium on Market Street, inasmuch as the headquarters for

the entire operation—credit, shipping, personnel, auditing, advertising, etc.—remain at the parent store.

The first branch of a major San Francisco department store to be (Continued on next page)

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built outside downtown San Francisco. The Emporium's unit at Stonestown, will represent a pioneering experiment in local retailing practice. Designed by Welton Becket and Associates, of Los Angeles, the new three level Emporium's exterior will be of textured concrete, fieldstone and hand-made ruffle brick.

The horizontal three-level structure is itself surmounted by a soaring conical tower of porcelain enamel, more than 100 feet high, on which is emblazoned the familiar Emporium "E"! Apart from the dramatic distinction it lends to the design of the building, this "flying wedge" performs the very practical function of housing the elevator shaft and penthouse, the ventilating fans, and other mechanical equipment. Cantilevered arcades provide covered pedestrian passageways along most of the building's circumference.

The new Emporium has been "totally designed" by the architect and his 100-man staff of specialists, who, working closely with L. C. Lipman, and other executive, of the main store, have planned all details of interior furnishings, fixtures and decor, from the murals depicting scenes of old San Francisco to the shape of the plates in the buffet. Every rack case and counter is designed to fulfill a specific purpose in its department, such as the unusual double-deck platforms developed for the display of floor coverings or the racks in the shape of steers devised for the "Big-E-Corral" in the boys' section. By the use of semimodular fixtures and demountable panels, moreover, the architects have achieved a degree of flexibility in the floor-plan arrangement that permits seasonal changes with a minimum of alteration and delay.

#### THE EMPORIUM at Stonestown will offer:

92 departments featuring merchandise in a wide assortment.

A modern building of three levels, to cost \$3,500,000.

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- Watch repair

Parking space for 2,500 automobiles.

Auditorium seating 300 persons.

Outdoor roof-garden deck.

Employment of a permanent staff of more than 400 persons, ranging up to 1,200 persons at peak periods.

## CARROL A. SNYKER ELECTED VICE PRESIDENT OF STATEWIDE GROUP

Carroll A. Snyder, Manager of the San Francisco Chamber's Domestic Trade Department, was elected third vice president of the California Association of Chamber of Commerce Managers at the group's annual meeting held in Sonoma February 14 to 16.

Robert W. Cowden, manager of the San Bernardino Chamber of Commerce, was elected president of the association whose purpose is to foster knowledge of good Chamber management and to interchange administrative "know-how."

Other officers elected were: J. R. Hunt, Culver City, first vice president, and A. M. Lewis, Santa Rosa, second vice president.

Woody Wade, Manager of the

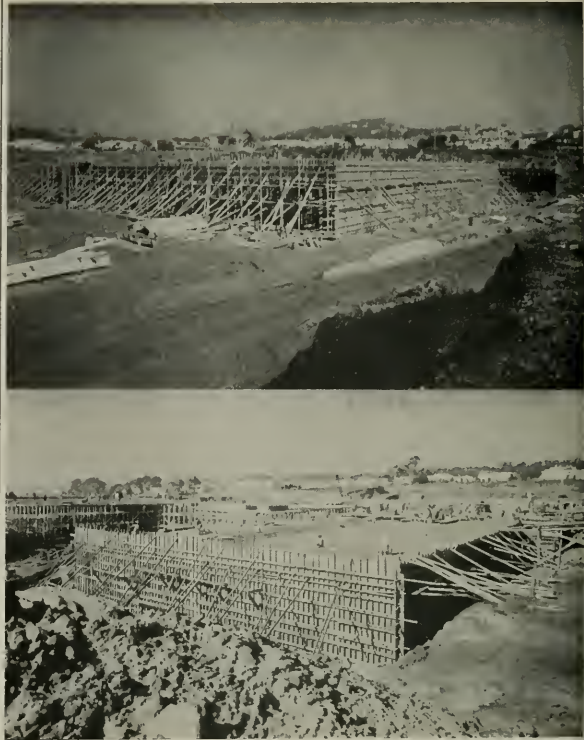
Alhambra Chamber of Commerce, was re-elected secretary-treasurer.

The following Northern Californians were chosen as 1951 directors: M. P. Lohse, Fresno; Roger McGinnis, Marysville; Floyd Howe, Coalinga; Stanley Lowrey, San Rafael; David A. Silverman, Oakland; Lois McVeigh, Sonoma; John W. Sheffield, Watsonville; Fred Tatton, Salinas.

## PFLUEGER HEAD OF POLIO GROUP

William Pflueger, vice president and a director of the Crocker First National Bank, has been elected president of the San Francisco chapter of the National Foundation for Infantile Paralysis, the chapter has announced.

Dr. J. G. Geiger, city director of public health, was elected chairman of the board, with Mrs. E. M.



(Top) CONSTRUCTION PROGRESS of the Emporium's new unit from the southwest corner of building. West wall (left) is 251 feet long, south wall (right) is 324 feet long. (Above) Unit from southeast corner, east wall (right) 360 feet in length. South wall (left) is 324 feet long.

Hood, Second District PTA president, vice president and Ernest J. Sultan, secretary and treasurer.

D. V. Nicholson was re-elected executive secretary.

Directors elected, some of them to another term, were Harry A. Mitchell, W. P. Fuller Brawner, Dr. LeRoy C. Abbott, Dr. John A. Anderson, Charles R. Brown, Mrs. Gertrude R. Polendorf, George W. Johns Jr., Ben Levin, P. Tremain Loud, Harold A. Meyer, Philip F. Sandlin, Dr. Edward B. Shaw, Mrs. Joseph Mesquite, Mrs. Keene Haldeman, Mrs. Walter C. Johnson, Mrs. Kathryn Maloney, Elmer D. Samson, Russell Hastings and Dr. Herbert C. Clish.

## Japan To Have Exhibit At World Trade Fair

The Japanese Government Overseas Agency, official trade commission for Japan, will be one of the large exhibitors at the fourth annual World Trade Fair in San Francisco May 23-27, according to Kriedt and Myers, managers of

the expedition sponsored by the Chamber and the World Trade Association.

One of the highlights of the display will be the showing of steel, brass and cement products—all scarce materials in America's industrial mobilization program. These critical materials are now ready for export from Japan to this country.

According to their present plans, the Japanese also will show textiles, chinaware, cloisonne, lacquer ware, bamboo ware, optical goods, sewing machines, food products, wood products and other consumer, as well as manufacturers' items.

Products, raw materials and tourist attractions from many countries of the world will make up the highly colorful exposition. Approximately 15,000 square feet of floor space have been reserved on the street level floor of the Palace Hotel, locale of the Fair.

The Fair will be open to the public without charge. Important buyers' groups, Chambers of Commerce and world-traders from the 11 Western States will be invited to attend.



# Ravinsky Heads Mission Merchants for 4th Term

SO WELL SATISFIED have the members of the Mission Street Merchants Association been with Joseph S. Ravinsky as their president during the past three years, they returned him to that office to serve during 1951, making it the fourth term. An installation banquet was held at the Mission Masonic Temple, 2668 Mission Street, January 29th.

Municipal Judge Carl H. Allen presided at the ceremonies when the officers and directors were properly installed. They were urged to accept their respective jobs with sincerity and in a capable manner were urged to accept those responsibilities in such a way that the standards of the association will be upheld.

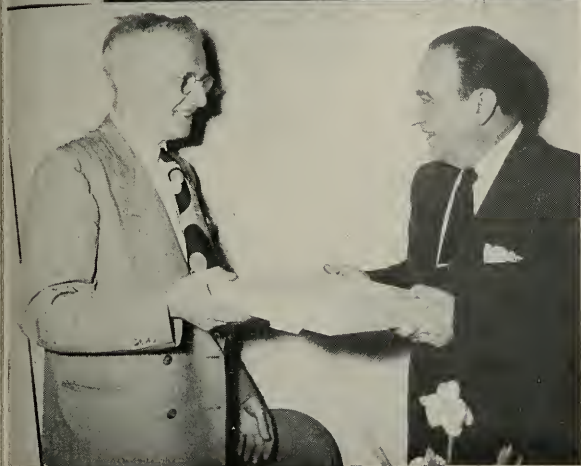
The officers and directors installed, who make up the board which guides the activities of the "Mission Miracle Mile" are as fol-

lows: President, Joseph S. Ravinsky; vice-presidents, Thomas Kiernan, Norman J. Steinberg and Maurice Uglow; secretary, Carl H. Senge; treasurer, W. Gordon Sedgewick; directors, Walter F. Cameron, Gordon Diehl, George Edelstein, Ernest Eisenberg, Melvin Franklin, C. Alvin Glass, Geo. Grey, Jack Lanning, Sr., David McAuliffe, Sam McKee, Jr., Jack Peters, Abe Waxman, O. J. Witt and S. L. Wolfson. Jos. Connell, who has been Sergeant-at-Arms



JUDGE ALLEN INSTALLS RAVINSKY

Municipal Presiding Judge Carl H. Allen officiated at the annual installation of Mission Street Merchants' Association and is shown here as he installs Joseph S. Ravinsky for fourth term as president.



(Top) Mrs. Ravinsky, wife of popular Mission Merchants' president, admires plaque just presented by membership to Joe. (Above) Formal presentation of plaque by member David McAuliffe to President Ravinsky.

for the past twenty-three years, was also installed.

President Ravinsky was presented with a plaque in appreciation for the outstanding work he had accomplished during 1950 and old of the many projects completed by the chairman of committees who made their annual reports.

The more than one hundred present enjoyed a "Panel of Americans" round table presented by students from San Francisco State College, and was composed of a Japanese-American, Negro, Mexican, Jewish student and an American student.

This was the first quarterly meeting of the Mission Street Merchants' Association.



JOSEPH S. RAVINSKY  
4-Term President  
Mission St. Merchants' Assn.

## Ad Executive New Head Of Safety Council

Philip Johnson, president of the West Coast Advertising Co., has been elected president of the San Francisco Chapter of the National Safety Council.

He succeeds Claire V. Goodwin, San Francisco investment broker, who will continue as a director.

Other 1951 officers are A. E. Archibald, president of the San Francisco Federal Savings and Loan Assn.; Renolds J. Barbieri, vice president of the Bank of America; Larry Bourquin, Northern California manager of the General Petroleum Co., and Fred Whitman, president of the Western Pacific Railroad, vice presidents, and Elise Eilers, an adver-

tising consultant, treasurer.

Directors are A. H. Ayers, Utah Construction Co.; Roy Buell, Pacific Telephone and Telegraph Co.; John Elwood, public relations consultant; Fred Fidler, J. Walter Thompson advertising firm; John Levinson, insurance man; Raymond C. Lillie, I. Magnin & Co.; Richard T. Stephens, Pacific Gas and Electric Co.; Myron Wacholder, Recorder Printing and Publishing Co.; Henry E. North, Metropolitan Life Insurance Co., and Les Vogel, Las Vogel Chevrolet Co.

Gratitude is one of those things that cannot be bought. It must be born with men, or else all the obligations in the world will not create it.—Lord Halifax

## Speidel Newspapers' Chief On Eastern Tour of Interests

MERRITT C. SPEIDEL, president of Speidel Newspapers Inc., nation-wide newspaper group, left San Francisco last week to attend staff meetings and other business conferences with the various Speidel interests in the mid-west and east. Included in



MERRITT C. SPEIDEL  
Speidel Newspapers, Inc.  
Editor, Publisher, Civic Leader

his schedule are meetings in Iowa, Illinois, Ohio and New York with considerable time spent in and around Chicago.

While on this trip, he plans to attend the annual convention of the Ohio Newspaper Association held at Columbus, he being a veteran member of the association. Two of the principal speakers on the program of the conference are Frank J. Lausche, Governor of Ohio and Charles Sawyer, U. S. Department of Commerce Secretary both close friends of Speidel.

A resident of Palo Alto, where editorial offices are maintained for the Speidel interests, he is an active member of the Press Club of San Francisco and an officer or member of many important clubs and organizations local, state-wide and national.

He expects to return to the Bay region about April 1.

## 2 Top Engineers Leave S. F. Jobs

TWO SENIOR CIVIL engineers, both of them active in the planning of Hetch Hetchy's water and power systems, have retired from city service.

They are Leslie W. Stocker and Lawrence V. Degnan, both 66. Both are UC graduates who served as Engineer Corps officers during World War I.

Mr. Stocker joined the Utilities Commission as a draftsman in 1908 and was promoted to senior civil engineer in 1931. He was in

on Hetch Hetchy planning from the start as well as planning for San Francisco Airport.

He still looks back, with some discomfort, to the time he had to walk in a half-crouch through the 3000-foot length of the Dumbarton Pipeline under the Bay to inspect the 42-inch pipe. It took him several minutes to get unwound from his uncomfortable position.

Mr. Degnan is looking forward to working in his own hobby shop and to uncrating a big lathe he ordered several years ago but which still lies in its wrappings in his basement at 394 - 12th Ave., because he has been so busy.

He started with the city as a railway appraiser in 1921 and later was principal assistant to the late Paul J. Ost, supervisor of electrical planning for Hetch Hetchy.

Mr. Stocker, who lives at 15 San Leandro Way, plans to travel.

## Golden Gate Bridge District Elects Officers

Herbert J. Fehely of Klamath, Del Norte county, has been elected president of the Golden Gate Bridge and Highway District for a two-year term, bridge directors have announced.

Fehely, a lumber and trucking firm operator, has been a member of the bridge directorate since 1940 and served as vice president during the past two years. He succeeds William J. Varley, San Francisco electrical contractor.

The directors also announced election of W. Finlaw Geary, Santa Rosa attorney, as first vice president and Joseph J. Diviny, San Francisco labor leader, as second vice president.

## State Employees Pick Other Officers

The California State Employees' Assn. has elected T. H. Jenner of Sacramento as secretary-treasurer and Walter Lay, Riverside, as director of public relations, it was announced recently.

Other officers elected at the CSEA convention include Thomas A. Stead, Los Angeles, president, and Charles L. Smith, Oakland, vice president.

## Heads Association

Harold DeFraga of Martinez, assistant county superintendent of schools, has been elected the new president of the Contra Costa County Employees Association for 1951. He succeeds Sheriff's Inspector Ray S. Stoffels, also of Martinez. DeFraga and other new association officers are to be installed at ceremonies to be held in March.



FRANK RATTO  
President, Scavenger's Protective Ass'n



JOHN P. MOSCONE  
Secretary, Scavenger's Protective Ass'n

## Frank Ratto, John P. Moscone Victorious Again in Elections

In recent elections held by the Scavenger's Protective Association, which has headquarters at 660 Chestnut Street, Frank Ratto was chosen president for the eighteenth consecutive year and John P. Moscone emerged as secretary for the seventeenth time.

Both men are prominent in civic activities. Ratto has fought relentlessly to better the working conditions of scavengers and is mainly responsible for the existence of the association as it today. Moscone, among other things has been connected for many years with the Columbus Day Celebration.

Other officers elected for the year 1951 were: August Ferrari, vice-president; Tony Zappettini, treasurer; and the following directors: Joe Bondanza, A. Calcagno, Manuel Conte, Adolph DeMartini, Prospero DeMartini, Joseph Garbarini and LeRoy Martelli.

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# CHILDREN'S FAIRYLAND

*Lakeside Park, Oakland, California*

## General Information

Location: Lakeside Park, Oakland, California

Area: Two acres

Cost of Construction: \$50,000.00

Opened: September 2, 1950

Attendance: First four months—200,000

Admission Fee: Children—9c

Adults—11c plus 3c tax

(Adults must be invited and accompanied by Children)

Children's Fairyland is open Wednesday through Sunday, 10:00 A.M. to 5:30 P.M.

WHAT IS IT? Children's Fairyland contains eighteen animated, colorful, individual sets depicting various children's fairy stories and Mother Goose rhymes. Each set is animated with live pets. The project was built with funds, materials and labor donated by civic and fraternal organizations, individuals and clubs.

Children's Fairyland reopened March 1, 1951, after being closed for repairs, with the following new features:

1. Giant Joe Bean—animated with guinea pigs.
2. A colorful British sentry box will be animated with a pair of Red Fox Squirrels.
3. A miniature circus wagon, complete with all the gaudy ornamentations of a real circus wagon, will house the "pet of the week." Each week different pets of interest to children will be displayed at this colorful exhibit.
4. A special area will be completed for children's birthday parties. The theme of this area is designed around the story of the Sugar Plum Tree. A revolving Sugar Plum Tree with real lollipops will make a birthday party at Children's Fairyland a sure success. The area is being designed to accommodate up to fifty children. Reservations must be made in advance — phone TE 2-3600, Extension 361.

Massed planting of annuals and bulbs will make Children's Fairyland more colorful and beautiful for the early spring visitor. Thousands of daffodils and yellow tulips will add springlike beauty to the entire area.

OAKLAND PARK DEPARTMENT

Room 1111, City Hall, Oakland 12, California

# LETTERS TO THE EDITOR

To the Editor—Thank you so much for the February issue of the City-County Record containing the wonderful story about Edgewood. In my opinion the pictures and story just couldn't have been better. I was more than thrilled to see the marvelous coverage you gave us. I know everyone interested in Edgewood will feel as grateful as I do. Thank you again.

Sincerely,

MRS. JAMES L. HALL Jr., Public Relations  
Chairman for the Auxillary of Edgewood,  
San Francisco Protestant Orphanage.

\* \* \*

Editor: As I told you by telephone, the Edgewood board of directors, children and staff were exceedingly well pleased with your wonderful three and a half page picture and story tribute to Edgewood on its 100th Birthday Anniversary. The children especially were delighted with the photos of the mule turning the rope while they jumped, also the shots of their visits to Blum's.

We feel that the City-County Record gained many new friends for Edgewood and its program of home care for children of this community who need such assistance. In addition, your excerpts from historical records refreshed memories of many old friends from whom we have heard. The titles and sub-titles to your articles were flattering to Edgewood, but at the same time had warmth and dignity. In short, we were very happy with the whole job.

Thanks again for your splendid cooperation in making our centennial a happy and successful event. All of us appreciate the friendly spirit of your magazine and are very grateful to you for your interest in Edgewood.

Cordially,

MARY BENTON SMITH, (Mrs. Thom M.)  
News Director, Centennial Committee  
Edgewood: San Francisco Protestant Orphanage

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SAN LEANDRO, CALIFORNIA

# Induct Woman As S.F. Judge

City and state dignitaries gathered at City Hall Tuesday, Feb. 27, for ceremonies inducting Mrs. Lenore D. Underwood into office as a municipal judge.

The widely known San Francisco woman, a deputy attorney general since 1943, was appointed by Governor Earl Warren. She is the second of her sex ever to be named to the bench here.

Chief Justice Phil S. Gibson of the State Supreme Court arranged to administer the oath of office, with Superior Judge Albert C.

Wollenberg acting as master of ceremonies.

Among others invited to take part were Mayor Elmer E. Robinson, Attorney General Edmund G. Brown, Presiding Superior Judge Daniel R. Shoemaker, Presiding Municipal Judge Carl H. Allen, and Robert Gordon Sproul, president of the University of California.

Mrs. Underwood was appointed to fill the municipal bench vacancy caused by the elevation of Judge Clarence W. Morris to the superior court.

The man who starts out with the idea of merely getting rich won't succeed; you must have a larger ambition.—John D. Rockefeller

## SUPERVISOR CHRISTOPHER ANNOUNCES CANDIDACY IN S.F. MAYOR RACE

**SUPERVISOR GEORGE CHRISTOPHER** has officially entered the race for Mayor of San Francisco—the first candidate to appear against Mayor Robinson who declared himself a candidate for reelection some time ago.

Christopher who operates the dairy bearing his name made his formal announcement at a cocktail party at the San Francisco Press Club. He will campaign, he stated, on a platform of "sound" business principles applied to city government" and will avoid "false rumors, distorted facts . . . a malicious or vindictive campaign."

In a direct reference to the administration of Mayor Elmer Robinson, Christopher said:

"The present regime entered office on the strength of the wildest and most extravagant promises ever made to the people of San Francisco. It has incurred more politically - inspired expenditures than any other administration in the history of our city. The result is an all-time high in the city tax rate without any corresponding increase in the efficiency of municipal services."

In contrast, Christopher said, he stands for a sound, constructive, business-like administration "in which citizens will receive 100 per cent return in efficient government for each tax dollar."

The candidate declared that he has not made and will not make "any promise to any person or group in this campaign."

"My only promise will be to the people of San Francisco," he asserted.

Christopher announced that Walter H. Duane, attorney, is leading his campaign committee. Charles Spivock, president of the Empire Construction Co., is finance chairman, and Nicholas Delis produce man, is treasurer. Christopher-for-Mayor headquarters have been established at 1141 Market Street.

Christopher is 43, married and serving his second term on the Board of Supervisors. His family home is at 3031 Twenty-fifth avenue.

## Jobs in State Hit All-Time January High

California employment hit an all-time January high last month with a total of 4,301,000 workers.

Unemployment during the month was 45 per cent below that of January, 1950.

This was announced following a conference on labor market conditions between Paul Scharrenberg, director of the State Department of Industrial Relations and James G. Bryant, State Employment director.



GEORGE CHRISTOPHER  
San Francisco Supervisor

## COUNTY CLERK OF ALAMEDA DIES OF STROKE

George Earl Wade, Alameda County Clerk and a veteran of more than 35 years Government service in the East Bay, died at his home, 458 Wesley Avenue, Oakland, February 22. He was 69.

Death was attributed to a stroke. He had complained of feeling ill Wednesday and visited a doctor but completed his day's work at his office. He collapsed and died several hours later.

The Board of Supervisors, scheduled to hold a meeting, is expected to consider appointment of Mr. Wade's successor. Any delay in filling the post would halt court actions that would be filed.

## CALIF. HISTORICAL SOCIETY ELECTS OFFICERS FOR 1951

**A**T A MEETING of the board of directors of the California Historical Society on February 14, in San Francisco, officers for the ensuing year were chosen.

Aubrey Drury was elected President; Joseph R. Knowland, first Vice-President; Porter Sesson, 2nd Vice-President; Francis P. Parquhar, 3rd Vice-President; Warren R. Howell, Secretary; George L. Harding, Treasurer.

The members of the Board of

Directors, in addition to the officers, are Kenneth K. Bechtel, Garner A. Beckett, Anson S. Blake, Mrs. William Cavalier, Allen L. Chickering, Ralph H. Cross, Sr., Mrs. Susanna Bryant Dakin, Dr. A. T. Leonard, Jr., J. Ward Mailiard, Jr. The Society's Managing Director is Mrs. Edna Martin Parratt.

Headquarters of the California Historical Society, with its library and museum, are at 456 McAllister Street, San Francisco.

The Society offers membership to any person or institution wishing to receive its publications and to share in its activities, to all those who welcome an opportunity to encourage interest in the history of California.

## Elkington Sworn In as Chief Deputy District Attorney

Norman Elkington, a veteran trial lawyer, has been sworn in as San Francisco's chief Deputy District Attorney.

District Attorney Thomas A. Lynch administered the oath of office to Elkington, his life-long friend, at brief ceremonies in his office.

Elkington served as chief trial deputy in the District Attorney's office from 1944 to 1948.

He is 47, a Republican, a graduate of the University of San Francisco Law School and lives with his wife and two children at 190 Aptos avenue.

## Oakland to Vote On Fire, Police Charter Change

The Oakland City Council has approved for submission to the voters seven proposed charter amendments at the special election to be held in conjunction with the municipal balloting April 17.

The principal amendment is an enlargement and revision of the police and firemen's pension system. Increased benefits would be provided and widows and orphans benefits would be included.

The pension system proposal would add an estimated \$250,000 to the taxpayers' bill annually, authorities said.

## Recreation Official

Charles W. Davis, Berkeley director of recreation and parks, has been elected president of the California Recreation Society at the society's annual conference in San Diego. Matt Thiltgen of San Mateo was elected the group's vice president, and Harry Stoops, of Berkeley, its treasurer.

## Modernizing Civic Auditorium Would Cost \$1,525,000

A program to modernize the Civic Auditorium would cost \$1,525,000 in addition to the \$131,000 in work currently in progress, according to estimates provided by Eugene J. Riordan, City Director of Properties.

In a report to the Board of Supervisors, Riordan said 1951-52



EUGENE J. RIORDAN  
Director of Property, San Francisco

budget requests call for an expenditure of \$300,000 to be spent for painting the interior of the building, replacements to the electrical system, installation of tile on the second floor and basement corridors and replacement of second and fourth-floor toilets.

Excavation to provide for convention exhibit rooms under the main floor, a modern cooling and ventilation system and reconstruction of areas now occupied by the Recreation and School Departments, would cost \$1,225,000.

Riordan said civic groups have requested the construction of a new auditorium, but he said the present building could be improved and expanded to take care of any foreseeable demands.

## City Urges Support Of Livestock Show

Public support of the Fifth Annual Grand National Junior Livestock Exposition and Arena Show was urged in a resolution adopted by the Board of Supervisors.

The show will be staged at the Cow Palace during the week of March 17-22.

## NEW LAW FIRM ANNOUNCED HERE

Five San Francisco attorneys have formed a new law firm with offices at 105 Montgomery Street.

Members of the new firm are former Municipal Judge Bradford Bosley, Nathan Cohn, Sam Conti, Mildred Woloski and Ruth Cassna.



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## TRANSPORT GROUP NAMES "51" OFFICERS

Captain Lloyd B. Hughes, a Navy reserve officer and assistant manager of the Port of Oakland, has been elected president of the San Francisco Bay chapter of the National Defense Transportation Assn.

He succeed T. Louis Chess, general passenger agent for the Southern Pacific Co.

Other officers are Major General James A. Lester, commander of the San Francisco Port of Embarkation, honorary president; Edward Eden, vice president of the National Carloading Corp., first vice president; Clarence Higbee, port procurement officer of the San Francisco Port of Embarkation, second vice president; Colonel Ross Warren, Sixth Army transportation officer, third vice president; James A. Sullivan, secretary-treasurer, and Christopher Redlich, Marine Terminals Corp., advertising chairman.

Members of the board of directors are Colonel J. C. Wilder, deputy commander of the San Francisco Port of Embarkation; Robert M. Gilmore, assistant to the vice president, Southern Pacific Co.; Joseph Gallagher, vice president, West Coast Terminals; Lieutenant Colonel Peter Canner, Port Air Force liaison officer; H. L. Etheridge, district sales manager, Pacific Inter-mountain Express; Richard M. Baker, district sales

manager, American Airlines; Glen G. Magnuson, general traffic manager, Pacific Greyhound Lines; Commander Marcus A. Peel Jr., planning officer, Oakland Naval Supply Center; Leo E. Sievert, executive representative of president, Atchison, Topeka & Santa Fe Railroad; John R. Wagner, vice president and general manager, Pacific Far East Lines, and Colonel Robert H. Fillmore, port transportation officer, San Francisco Port of Embarkation.

## JOHN T. HEAVEY

John T. Heavey, stage manager of the War Memorial Opera House since it opened 18 years ago, died February 7 as he watched a symphony rehearsal from the wings.

A friend of countless international concert stars, Mr. Heavey had been ill for several months but felt well enough to come down to a rehearsal at the Opera House. Pierre Monteux and members of the orchestra, all friends of Mr. Heavey's, were unaware of his death until the rehearsal ended.

During his illness, Mr. Heavey, who was 65, had received "get well" notes from Lily Pons, Kirsten Flagstad and many others of the elite of the concert world.

He was a member of San Francisco Lodge No. 360, F. & A. M., Islam Temple of the Shrine, and the International Alliance of Theatrical Stage Employees, Local 16.

He is survived by a daughter, Edna Fletcher, a son, John T. Heavey Jr., and a sister, Catherine Growney.

## S. F. VOLUNTEERS, POLITICAL GROUP, NAMES NEW OFFICERS

THE SAN FRANCISCO VOLUNTEERS, a nonpartisan political organization, has announced its newly elected president is William H. Orrick Jr. New vice president is Bert D. Meek, and secretary, Lawrence W. Draper. Mr. Orrick said that candidates the Volunteers will support for the Board of Supervisors this November have not yet been selected. "The organization," he said, "is determined to find the best available candidates, get behind them and do everything in its power to see they are elected.

Ten new members were elected to the board of directors: Lavelle Cospr, Harold S. Dobbs, Lawrence W. Draper, Robert J. Drewes, Morse Erksine II, Gutav Knecht Jr., Stephen L. Mana, Bert B. Meek, James B. Phelps and John F. Swain.

Other members of the board of directors are: Lloyd Graybiel, Robert Hornby, James Horsburgh, Phelps Hunter, Ivy Lee, Jr., Robert MacDuc, Robert MacKenzie, John Marshall, Kevin McKettigan, William H. Orrick Jr., John Remick, Henry R. Rolph and Myron Walcholder.



**LOYD E. GRAYBIEL**  
Vice-Pres. American Trust Company  
Director S. F. Volunteers

## Italian Welfare Agency Elect Directors At Eighth Annual Meeting

Elected to serve as directors of the Italian Welfare Agency at its eighth annual meeting were Mrs. William Solari, Reverend Ettore di Giantomasso, John P. Figone and re-elected were Frank Marini, Reverend Joseph Costanzo, Mrs. Frank Ratto, Jack Pisani, E. A. Bonzani and Henry Cristiani.

Appointed as honorary presidents were Joseph Di Giorgio, Angelo Petri, A. E. Sbarboro, Judge John B. Molinari, Judge William F. Traverso and Horace O. Lanza.

Other officers and directors are Louis Ferrari, president; Leo M. Bianco, vice-president; M. L. Perasso, secretary; and Mrs. Stella Martinoni, treasurer; Frank Marini, chairman of the board; Joseph L. Alloto, Elios P. Anderlini, Mrs. Giulia Besozzi, M. S. Baciagalupi, Armond De Martini, Mrs. Marie Garibaldi, Doctor E. P. Genocchio, Renato Marrazzini, Salvatore Reina, Chauncey Trobutolo and Alphonso Zirpoli, members of the board of directors.

The annual report presented showed that the results of last year's subscription was the best year since the Agency was separated from the Community Chest.

The Women's Auxiliary aided the Agency in great measure with its two fund-raising events, a spring fashion show and the Carnevale in Maschera, held last October.

Organized in 1916, the Italian Welfare Agency fills a vital spot in our community, last year aiding

over 6,000 people confronted with various social problems.

The Agency has been instrumental in securing employment, housing, assisting many to prepare themselves for American citizenship, providing new and used clothing, layettes, and household articles. Medical care through clinics and private sources was also given.

## S.F. CHAMBER HONORS DIRECTOR JOHN LAWLER FOR 30 YEARS' SERVICE

Chamber Director John Lawler, general manager of the Poultry Producers of Central California and chairman of the Chamber's Agricultural committee, last week was honored by his Committee for completion of 30 years' work for the State's agricultural betterment.

At a meeting of the Agricultural committee highlighted by special tribute to Lawler for his service to farm groups and consumers, Chamber President Alan J. Lowrey said: "It is fitting that John Lawler's friends join in honoring him for having completed these 30 years of distinguished accomplishment—30 years of service not only to the membership of his organization but to those who actually have been the principal beneficiaries of his effective work—the consumers."

The Poultry Producers of Central California which Lawler heads is a cooperative marketing and supply organization of 11,000 poultrymen with 58 branches in central California.



DISTRICT ATTORNEY THOMAS C. LYNCH of San Francisco is shown addressing the Redwood City Exchange Club in connection with the Club's observance of "National Crime Prevention Week." Lynch compliments the Exchange Clubs of the United States for their active interest in work of crime prevention and emphasizes that public cooperation with law enforcement officials is essential to any program designed to decrease the prevalence of criminal activities.

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## THOMAS C. LYNCH

(Continued from Page 6)

ing a share in the decision, caused considerable strained relations with the police department.

"But we would do it again," says Lynch.

An individual who has no trouble recognizing the obvious, Lynch knew he had a chance to succeed Brown if his boss was elected to the state office. While Brown was campaigning for office, Lynch took over the department.

Mayor Robinson made his decision to appoint Lynch district attorney shortly after Brown's election. He officially took the oath of office on January 5, 1951. During the ceremonies he said he had made but one promise to the Mayor. That was "to do the best job I know how."

### FINDS DIFFERENCE

Now, as District Attorney, Lynch finds that here is some difference in being the head man and the head man's assistant.

In the No. Two spot he made it a practice to read all the important documents concerned in cases that the office was handling. Now, he finds that he just doesn't have the time to keep track of everything without adding hours to the day. But he keeps trying.

But he has not found it necessary to change his basic conception of his job as the city's chief criminal prosecutor. Ordinarily quite articulate, he has to search for words to define his beliefs concerning his professional responsibilities. He says:

"The prosecuting attorney must consider the rights of both parties to a suit or action—and he also must consider the general welfare. He must appraise every case from all angles.

"He must decide whether justice requires the actual prosecution of a person in court even though there may be shown a violation of the statute."

### CASE EXAMPLE

As an example of a case with which justice may be served better by means other than the fullest penalty of the law, he cites a hypothetical case involving non-support.

"It is more important to restore the family as a social unit than it is to get just another conviction," he explains. "The percentage of convictions is not the standard by which a District Attorney should be judged. The District Attorney has much power. He should always be conscious of that when dealing with human beings. Merely putting a man in jail, in all instances, is not the proper way to serve society."

But that attitude of justice with mercy does not apply to individuals he considers the profes-

sional criminal type. They are the persons who commit crimes of violence, who are motivated in illegal activities by greed and the desire for personal gain, he explains.

### CRIME DEVELOPMENT

The development of organized crime and professional criminals is something new in the nation's social evolution, Lynch believes. They are an outgrowth of the prohibition era and the prohibition law. That law, which failed to meet the ethical and philosophical definition of a just law—a rule of reason promulgated for the common good by one in authority—failed because of its own weakness and inherent faults.

It bred a disrespect for law into the social fiber of the nation. It spawned characters with disrespect for law and order, Lynch believes. Their type has developed into the current suave criminal who is seeking to monopolize both legitimate and illegitimate business. The latter type includes gambling, prostitution, and narcotics.

"These are all tied together," he says.

He believes that such individuals must be put under lock and key because they are infecting one of the fundamental factors of an effective democracy, the public official.

"Organized crime cannot operate without corrupting public officials," he says.

### CORRUPTION RESULTS

The results of corruption of public officials, those who believe that it is all right for an "honest bookie" to make an "honest living" are not difficult to imagine.

The fundamental virtues of honesty and integrity would be discarded. They would be replaced with untruth, dishonesty, faithlessness as the ideal standard.

Novelists — the senior grade ones — have speculated with this possibility with interesting results which are not too improbable. Huxley, in his "Brave New World," did it rather well. In his fictional world things came to such a pretty pass that the word, "Mother," not given considerable respect, was considered obscene.

Lynch is emphatic in his statement that none of the branch offices of the national crime syndicate are located in San Francisco. This is due, he says, to the "alertness of the San Francisco police department." But such an absence does not mean that San Francisco can fold itself in a robe of righteousness and look down the end of its nose at its neighbors.

The moment it assumes that fat and happy status, the infection will spread for, Lynch believes, that crime knows no geographical boundaries and even

(Continued on next page)



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when excluded from an area, takes its toll because people today just don't stay home all the time.

While he considers his duties as District Attorney as those of a prosecutor and not a policeman, he believes that one fundamental weakness of his organization is the lack of an investigative staff.

"The duty of the police is to make arrests and gather immediate evidence," he says. "It is up to the District Attorney to prepare the case."

That preparation for trial requires evidence of another type. It should be assembled by special operators working directly for the District Attorney, he says.

But if Lynch is to have a bigger and better staff, he will have to sell the idea to the Supervisors who dole out the taxpayers money.

Lynch may propose this expenditure for he does not intend to run the office he inherited from Brown on a copy-cat basis. He will make a few changes in the routine and intends—and hopes—to appear in court more frequently than have several district attorneys of recent memory.

If he does he will have to give up even the little time he now has to himself. He has found time to join the Elks, the Mission Parlor of the Native Sons, the South

of Market Boys, the Eagles. He is general counsel for the Footprinters, a police officers' organization. He belongs to the St. Thomas Moore Society, the Alumni Association of the University of San Francisco and the University of Santa Clara. He is a director of the Lawyers' Association. His hobbies are fishing—"trout in Wyoming and salmon"—photography and "my family."

Such in considerable detail is the sharply focused picture of District Attorney Thomas Connor Lynch. He is a successful careerist

in government service, representative of the type that actually runs government as the front men come and go. On his record he should do well. He probably will.

### TIRE TIP

When checking air pressure in tires hot from road friction, use the spare tire pressure as a guide, advises the California State Automobile Association. If the unheated spare checks under-inflated, this indicates that air should also be added to the other tire,

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## SESNON 1951 HEAD OF C.S.A.A.

**P**ORTER SESNON, president of the B. F. Porter Estate Company of San Francisco, which operates extensive agricultural and ranching properties in California and Nevada, is the new president of the California State Automobile Association. He was elected by the Association Board of Directors at its annual meeting Thursday (January 18) in San Francisco. He represents his home county, San Mateo, on the CSAA board.

Sesnon is also president of the board of directors of District Agricultural Association No. 1-A which operates the Cow Palace and also stages the annual Grand National Livestock Exposition. A leader in civic affairs and traffic safety activities, Sesnon was one of the organizers of the San Francisco Junior Chamber of Commerce, served as its first president and was also a director of the senior chamber.

CSAA membership at the close of 1950 totaled 238,467, highest in the 43-year history of the motorists' organization, according to the annual report of J. J. Krohn of Arcata, retiring president.

Other officers elected for 1951 were Harold J. McCurry, Sacramento, first vice-president; Edw. H. Peterson, San Francisco, second vice-president; Charles G. Bird, Stockton, third vice-president; E. B. DeGolia, San Francisco, treasurer; D. E. Watkins, secretary and general manager; and George Chalmers, assistant secretary and general manager.

Seven directors were elected at the Association membership meeting to new three-year terms on the CSAA board. They are: Overt Pedersen, Santa Rosa; J. E. O'Neill, Fresno; Fred J. Oehler, San Jose; Charles G. Bird, Stockton; and Dr. Guido E. Caglieri, E. B. DeGolia and Edward H. Peterson of San Francisco.

The world turns aside to let a man pass, who knows where he is going—David Starr Jordan

## WHIT HENRY

(Continued from Page 3)

8,000 feet high. It is a veritable wilderness paradise.

\* \* \*

**I**N THE HUSTLE and bustle that is America, the sandwich plays an important role, but who was the fiend who first decided to cut a sandwich into quarters? Is such a thing really necessary? Can't something be done to change that vicious habit of the nation's sandwich makers?

\* \* \*

**I** USED TO CAST shurring remarks on the way that some women could fix their hair, but now I am firmly convinced that the way some teen aged boys arrange their unshorn locks puts women far in the background to achieve funny looks or how silly can you get. It must be amazing to see them start out in the morning. Apparently they take a comb and head south with it, and use a brush going north at the same time. And the effect from the rear is something else again that defies description.

\* \* \*

**E**VERYBODY TALKS about the transportation system, or perhaps I should say the lack of it, but here is my solution of the problem. All city employed chauffeurs should be given a month's

vacation and all city employees must use the public street cars, buses, or taxis. This would have a great effect for the better. The supervisors would then find out what the long suffering public has known for years. They would clamor loudly for a remedy to the beat up deal that people have to put up with at West Portal; they would make use of the sets of tracks at the terminal instead of making the lame, the halt and the blind run for cars; benches would be provided for elderly people who now have to stand and wait for buses that sometimes are very late. And when they had to go west of Twin Peaks and pay the outrageous taxi rates, the rates would come down fast.

\* \* \*

**H**ERE ARE SOME HINTS and tricks for the housewife:

Keep a small piece of salt pork in the refrigerator to use for greasing casseroles, cake pans, etc.

Use kitchen scissors to cut salad greens, celery, rhubarb, clams, etc.

To chop spinach, cook first and snip with scissors just before draining.

To clarify deep fat for further use add a few slices of raw potato to hot fat and cook for 3 or 4 minutes.

Put a few of the greenest pods in the pot while cooking fresh peas. Adds greatly to flavor especially in a pressure cooker.

To make a puffy tender omelet use hot water instead of milk, and do not salt until amelet is half set.

## January is the Most Dangerous Month

January is the most dangerous month in the year for pedestrians warns the National Automobile Club. Wet and icy pavements that make it difficult for motorists to stop, blinding rain or snow, and longer hours of darkness, all combine to give this month the highest death rate for pedestrians.

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## COUNTIES PROFIT FROM STATE FAIR EXHIBITS

CALIFORNIA'S STATE FAIR offers counties a great opportunity for advertising, as well as for cash awards and ribbons which carry premium prestige throughout the West. Secretary-Manager Ned Green points out. Counties profit greatly by their displays whether they win awards or not, by telling their story to thousands upon thousands of visitors who see their exhibit.

Some county exhibitors spend \$10,000 or more on elaborate displays and work for months designing and preparing their exhibits. Competition always is so keen and standards of judging so high that winners gain tremendous prestige.

Smaller or less wealthy counties, however, find that they do not need to spend huge sums on their displays in order to collect a good share of more than \$42,000 offered to county exhibitors, Green said. The big variety in classifications for competition gives every county a good chance to win substantial awards.

Green declared the far-reaching fame of the great State Fair, achieved through publication of fair news in scores of magazines and hundreds of newspapers, and aired on radio and television stations in every part of California, adds to the value of all State Fair awards.

Not only is news of the fair published in California, but in newspapers throughout the Nation, with all exhibitors sharing in the value of the widespread publicity and consequent prestige of the State Fair.

## Ex-Judge Named To Fraud Bureau

Bradford Bosley, former Municipal Court judge, has been appointed an assistant district attorney.

He was assigned to the fraud bureau by District Attorney Thomas C. Lynch, who announced that "The war emergency has created a pressing need to provide the public with increased protection against fraud."

Mr. Bosley, an attorney here since 1920, served as municipal judge in 1945, and is chairman of the regional loyalty board of the U. S. Civil Service Commission here. He lives at 1750 Vallejo St.

## Marin County Cities Vote for School Bonds

Four Marin county cities voted overwhelmingly in favor of school bond issues recently.

The voting was: Kentfield, 378 to 28 for \$21,000 in bonds; San Anselmo, 911 to 192 for \$75,000; Fairfax, 271 to 51 for \$38,000 and San Rafael, 2,742 to 233 for \$18,000.

## CAULFIELD TAKES OATH AS JUDGE

C. Harold Caulfield, attorney and civic leader, took office Feb. 1, as Municipal Judge.

Master of ceremonies at the public induction in a City Hall courtroom was his son-in-law, Assemblyman Robert I. McCarthy, Justice C. J. Goodell of the District Court of Appeal administered the oath of office.

First item of business was the reading of a telegram from Hal Caulfield Jr., an Air Force private since October: "Sorry unable to be there but congratulations to the city's newest and finest Municipal Judge."

Judge Caulfield, 58, has practiced law here since his graduation from University of San Francisco in 1916.

In 1931 he served on the board of freeholders which drew up the city charter and at the same time was on the City Planning Commission.

The following year he began ten years of service on the Board of Education, half that time as president. His home is at 99 - 25th Avenue.

Judge Caulfield succeeds Judge Herman A. van der Zee, who moved up to Superior Court.

## BOXER ELECTED BY MERCHANTS

Matthew J. Boxer, owner of an appliance and radio company at 1401 Fillmore Street, has been announced as 1951 president of the Fillmore Merchants & Improvement Association.

Other officers: H. J. Cardinal, vice president; A. J. Barbieri, second vice president; C. J. Engleman, treasurer; Charles Stockwitz, secretary and Herman Cohen, Jules Freidman, Jack Harris, Jack Lerch, Raymond Lowe, Louis Shain, and J. V. Solmonson, directors.

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# CITY-COUNTY RECORD

APRIL - MAY, 1951

Vol. 18 - Nos. 4 & 5

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SAN FRANCISCO AND THE BAY AREA

THE MAGAZINE OF GOOD GOVERNMENT



**EDGAR NICHOLS AYER, Chairman**  
**San Francisco Housing Authority**

(See story on Page 5)



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## Bay Area Council Report Shows Local Income Greater

EVERY MAN, WOMAN AND CHILD in the Bay Area, on the average, had a greater income in 1949 than the residents of any state in the union, and more than those living in any other metropolitan area in California. The Bay Area per capita income totaled \$1,882, which was 40 per cent above the national average of \$1,300, and 4.6 per cent higher than the Los Angeles average, the Bay Area Council revealed in a recent study.

Total 1949 income payments to civilians in the Bay counties reached almost five billion dollars, or \$4,832,061,000. Of this amount wages and salaries accounted for \$3,245,559,000, which was almost triple, 224.8 per cent, that received by the Area's employees in 1940. The total of other types of income were as follows: Proprietors income, \$677,112,000, 221.6 per cent above 1948; dividends, interest and rents, \$631,729,000, 91.4 per cent since 1940; and all other income including welfare, relief, social security, and pension payments, \$277,661,000, 221.9 per cent above 1940.

Wages and salaries comprised the most important single source of income for Bay Area residents in 1949 as this type of income represented 67 per cent of the nine counties' total. An analysis of these payrolls by occupations

shows that the pattern of the Area's income remained relatively unchanged between 1940 and 1948, the latest year for which such data is available. Paychecks from wholesale and retail trade firms in 1948 totaled \$745,620,000, which was the largest source of payroll income. Manufacturers were next as they paid out \$690,803,000 in wages and salaries. On the other hand, construction workers received the greatest relative gain in income as their payrolls increased 482.4 per cent above 1940.

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APRIL - MAY, 1951

## Around and About

By WHIT HENRY

WHAT IS THE primary purpose of a doorway? Is it to get people to enter or to leave? Of course all doorways have a utilitarian value, but I am more concerned with the symbolism thereof. Whatever it is, the Wells Fargo Bank on Montgomery Street has, in a space of approximately 150 feet no less than six doorways for people to enter and leave its premises. Is that some sort of a record?

"Did you finish the story you were reading?" If the answer is "no," which it would be 99% of the time, (Continued on page 26)

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I AM OF THE OPINION that all Doctors and Dentists have the wrong approach when they first question their patients as they enter the inner sanctum from the waiting room. Invariably they start asking questions about symptoms, where is the pain? and isn't it a fine day? (It might be raining outside.) This is all wrong. The Doctor's first question should be,

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# EDGAR NICHOLS AYER

## Chairman Housing Authority City and County of San Francisco

By WILLIAM FLYNN  
Special Writer — The Record

**E**DGAR NICHOLS AYER, an Olympic Club golfer by profession, a big-time apartment house operator in his spare moments, and an aggressively intelligent exponent of the capitalistic system, is one of the rarest individuals in the history of modern municipal government in San Francisco.

He has the distinction of surviving two changes in the administration as a member of the San Francisco Housing Authority, originally one of the most controversial projects undertaken by the city.

Ayer was appointed a member of the Authority by the late Angelo Joseph Rossi, Mayor of San Francisco for a near record-breaking number of years and, all in all, one of the most competent administrators in the history of the city, all things considered.

He was re-appointed by Mayor Roger Dearborn Lapham, who defeated Rossi for re-election with a platform that embodied a complete change and substitution in the theory of government.

### AGAIN APPOINTED

And Ayer again was appointed for another four-year term as a member of the Housing Authority by Mayor Elmer E. Robinson who, everyone will agree, implements individualistic and distinctive policies of government.

This record of three hits in three times at bat has been compiled by an individual whose career might be considered an accumulation of contradictions.

He is a former newspaperman — yet he has acquired wealth.

He is a vigorous advocate of private industry as far as the apartment house industry is concerned — yet he has been one of the nation's ablest advocates of public housing.

### SKILLED IN BUSINESS

He likes everyone to think that he is something of a play-boy — yet he is a sharp business man.

This last facet of his character and personality is his favorite. He enjoys giving the impression he is just a boy from the country awed by the majesty of the city and tremendously impressed by the wiles of the city slickers. None, however, could ever sell him the

Golden Gate Bridge.

Edgar Nichols Ayer was born September 30, 1890, at Bodega Beach, Marin County, the son of John and Vesta Nichols Ayer. He attended school at San Jose, at several cities in Humboldt County, and finally settled down in San Francisco in 1909 with a first full-time job on the payroll of the Associated Oil Company.

His next effort in the adventure of earning a living found him in the role of a newspaperman. He served his time in Richmond and Marysville and in 1917 tried another occupation. He enlisted in the infantry of the United States Army and found himself in an artillery school. He was given his release in 1919 with the rank of sergeant.

### TERM AS PRINTER

Out of uniform he spent a few years in the printing business, handling such things as posters and twenty-four sheets for the theater. He ended up as president of the printing company.

In 1930 he married Helen Hock. They have two children, Eugene Ayer and Miss Barbara Ayer.

Ayer took his first hesitant step into the real estate business in 1926 and by 1933 had expanded his operations until he was a full-time landlord. The firm now is known as Ayer and Hock and has plush offices, complete with beige rugs and grained oak paneling in the boss' private office tucked away at 801 California Street. The firm owns the building as well as several others.

As a landlord he has been presi-

dent of the Apartment House Association of San Francisco, and president of the National Apartment Owners Association which had considerable to say about the question of rent control. It was through his efforts after rent control was imposed as a wartime economic measure that the national organization was unified.

While the apartment house business is an important part of his life, Ayer at the present time devotes a considerable portion of his time to his real profession, golf. He is chairman of the tournament committee of the Olympic Club. He not only arranges things for the other golfers but shoots a mean stick himself, which is a legitimate phrase for, to the uninitiated, golf is nothing more than cow-pasture pool.

### LOW GOLF SCORE

If he doesn't go around the 18 holes in the low eighties he is unhappy. Once he turned in a total of 79—which isn't bad, he believes, for a man who has so little time to devote to the art of driving, pitching and putting.

This profession not only keeps him in good spirits, which always results when an individual is happy with his work, but it gives him a subtle public recognition.

On the walls of his office, displayed more prominently than his



EDGAR NICHOLS AYER

Chairman

San Francisco Housing Authority

official commissions as a member of the Housing Authority, are originals of Wiley Smith golf cartoons that have been published in *The San Francisco Examiner*. Ayer delightfully points out that sometimes he is the inspiration of the antics of the brave but often befuddled little character known as Homer who has nothing but frustration and trouble on the links.

This pre-occupation with golf and the pleasure he derives from the Smith recognition seems, at first consideration, to be the most important thing in Ayer's life.

(Continued on next page)



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## Edgar Nicholas Ayer

(Continued from page 3)

The attitude is merely a front.

It is utilized by an individual who has strongly-held convictions concerning social and economic welfare. He fears such beliefs might inspire some misunderstanding if he were to publicly expound his fundamental beliefs concerning certain problems that plague the world at the present time.

When one gets behind this facade of the jolly fellow well met, who is more interested in the science of belting a defenseless white ball, and then chasing it for some five thousand or so yards regardless of the weather, the picture is vastly different.

### AMERICAN TYPE

In this respect, Ayer is typical of the business men of the United States whose courage, skill and willingness to bet a buck now and then on the future of the nation and their own ability has made this nation the strongest—if not the most intelligent—nation in the world.

This phase of physical greatness is evident in the nation's confusion of just what should constitute a foreign policy; its something less than perfect record in diplomatic negotiations; and the pre-occupation of those who would be national leaders with relatively unimportant domestic issues.

Actually, there is nothing wrong with the individual or the nation that time will not cure when there develops a patina of true sophistication and determination of values. The perfect development would be a combination of the nation's physical resources and the moral strength of the Vatican. The latter may be acquired only with time and integrity.

### PUBLIC SPIRITED

As time cannot be speeded and integrity can be acquired only when its value as a virtue is recognized and accepted, there is much to be said for physical strength, daring and courage, at the expense of some of the social niceties. The way things are, the muzzle end of a .45 has more authority than the most finely turned phrase of argument—if you hold the butt end of the .45.

Not for a moment would Ayer admit that he has devoted more than a decade of his life to the task of bettering living conditions for fellow citizens who have been less fortunate or successful than himself in acquiring the creature comforts of life. For him, to do so would be a form of weakness.

But the fact remains that he has done just that. And he has continued his work in the face of criticism by members of his own

social and economic group simply because his philosophy is that of enlightened capitalism that knows preservation and continuation of the system requires something more than words, requires something in the way of a more equitable distribution of the wealth of the community and the nation if those who created the wealth are to survive—with their fair share of that wealth.

### HOUSING AUTHORITY

Ayer was not an original member of the San Francisco Housing Authority. It was organized in 1938 to give the city a chance to participate in the federal housing program whose mission was to clear slums and provide safe, sanitary living quarters for individuals who could not afford similar housing made available by private industry.

He was appointed in 1939 by Mayor Rossi. Subsequently, he was re-appointed by Mayor Lapham in 1947 and by Mayor Robinson this year. His original appointment made him the successor of Charles Page, big league insurance executive, who originally represented the city's Big Business on the Authority that could be considered a bit socialistic in nature.

### PICKED BY ROSSI

Mayor Rossi picked him to succeed Page because, Ayer believes, the Mayor wanted a man on the Authority who knew something about the operating problems of the housing industry. It wasn't too many years until Ayer took over the chairmanship and in the capacity of the head man shaped and moulded the Authority's policy and progress.

He believes in public housing—as outlined by the law that established the system.

He does not believe that the housing program is one item in a program that is to bring about a social upheaval.

He does not believe that the housing problem should be used as a fuse to touch off a revolution.

### CAPITALISM GAINS

He does believe that capitalism has reaped a rich dividend from public housing that can be counted in dollars and cents.

If Ayer were to discuss his reasons for participating in the public housing program for so many years, he might say it this way:

"When Congress passed the Act in 1937, I saw in it a long overdue recognition on the part of the people that collectively we do have

(Continued on page 24)

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# Attorney Jefferson E. Peyser Successful Young Californian

JEFFERSON E. PEYSER, widely-known San Francisco attorney, is one of those individuals with a mission in life. He practices law with more than the usual enthusiasm and skill of a barrister and makes certain that he still has sufficient time and energy to devote to civic work.

A former San Francisco Supervisor and Assemblyman, Peyser heads his own law firm with offices at 1616 Mills Tower. He handles a general practice and specializes in corporate, probate, and municipal law. One of his clients is the California Wine Institute.

The son of David and Gussie Peyser, he was born in California in 1899. He was educated at the San Francisco Lowell High School and the University of California,



HON. JEFFERSON E. PEYSER

Well-known Californian, leading attorney, State Exchange Club officer, former supervisor and assemblyman and civic leader.

Receiving his Bachelor of Arts degree in 1921 and his law degree from Boalt Hall of Law in 1923. He was a member of Zeta Beta Tau and Delta Sigma Rho.

He interrupted his formal education to serve in the First World War and was active in the reserves for a number of years.

Six years after starting practice of his profession, Peyser was elected a member of the Board of Supervisors of San Francisco. He was several decades ahead of his time in legislative matters. He

Railway were competitors.

He served as a member of the Assembly of the State Legislature from 1935 to 1939, representing the old 27th District, now called the 21st District. He sponsored legislation which would have given San Francisco control of its harbor—currently a subject of legislative interest—and took part in bringing about enactment of social legislation that marked that era of California law-making. One of his bills was a moratorium on home mortgages. When his term

ended, he did not seek re-election.

Frequently a visitor to Sacramento during legislative sessions, Peyser does not consider himself a lobbyist. He is concerned, he says, only with the legal problems affecting the wine industry. Frequently, he goes to Washington to discuss policy matters concerning his clients, harassed from time to time by trade barrier legislation originating in other states.

A well integrated and energetic individual, Peyser is active in numerous organizations. He is past president of the Golden Gate Exchange Club of San Francisco, a past district governor of the organization. Currently he is a member of the State Board of Control of the California State Exchange Clubs, which include 109 chapters.

He has served in numerous capacities with the Bnai Brith and is a member of the Board of Directors of the Jewish National Welfare Fund.

His major interest at the present time is the Americanism educational program now being sponsored by the Exchange clubs throughout California. He organized and directed a successful radio series last year. The programs were designed to awaken the interest of citizens in the dangers of Communism. He also has been instrumental in establishment of Freedom Shrines throughout the state.

He seldom has time for his favorite hobby, golf. His score: "About three hours."

He is a member of the Concordia and Argonaut Clubs, the Lake Merced Golf and Country Club, the Press Club of San Francisco, the Council for Civic Unity, the Commonwealth Club, the Civic League of Improvement Clubs, the American and California State Bar Associations, the San Francisco Chamber of Commerce and the Exchange Clubs.

## BLS Begins Survey of Residential Builders In San Francisco Bay Area

A SURVEY of about 800 residential builders in the San Francisco Bay Area was begun recently, Max D. Kossoris, Western Regional Director of the U. S. Department of Labor's Bureau of Labor Statistics, has announced.

The survey, one of the most comprehensive ever undertaken of



MAX D. KOSSORIS

Western Regional Director U. S. Department of Labor Bureau of Labor Statistics.

the construction industry, is part of a nationwide survey. In addition to the San Francisco Area the survey will cover 11,000 builders in 14 other major metropolitan, 14 minor metropolitan areas, and 18 non-metropolitan counties.

One of the chief purposes of the survey is to provide information on the basic character of the residential construction industry. This has never been done on a comprehensive basis. How important are merchant builders? How have operations changed in the past two years? What volume of housing has been started by each type of builder? How do the different types compare in size? To these and other questions BLS hopes to find answers in the current survey.

An equally important part of the survey deals with the effects of current regulations on mortgage loans. To what extent have the regulations brought changes in builders' plans? What are their land holdings compared with the pre-regulation period? What has their experience been in getting construction loans?

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# San Francisco Forward!



## Modernizing San Francisco's Southwest Gateway

By RALPH G. WADSWORTH, City Engineer

**JOINT ACTION OF STATE AND CITY FORCES** will soon result in greatly improving one of the main gateways between San Francisco and San Mateo Counties. Several important contracts are under way and others will be undertaken during the current year, all directed to the development of Junipero Serra Boulevard as a major expressway. Other projects on San Jose Avenue and Mission Street will further contribute to the safety and comfort of motorists traveling between the two counties.

San Francisco County is separated from the Peninsula by an arbitrary east and west line located at the northerly base of the San Bruno mountains. This range extends westerly from the margin of the Bay a distance of about 3½ miles and rises to a maximum elevation of about 1,300 feet thereby effectively blocking vehicular or rail access across the county line for nearly two-thirds of the total width of the Peninsula.

The first highway, El Camino Real or San Jose Avenue, as well as the first railroad line entered San Francisco through what is now Daly City lying at the westerly extremity of the San Bruno range. After skirting the main ridge, both routes swung to the northeast and passed through the saddle dividing the Lake Merced and Islais Creek drainage area at the point where San Jose Avenue now intersects Alemany Boulevard. These early highway and

railroad lines through the southwest gateway were the main arteries into San Francisco until the Bayshore Highway and the Southern Pacific's Bayshore cutoff were built in recent times around the easterly end of the San Bruno mountains.

The capacity of the southwest gateway for motor vehicles was greatly augmented in the late twenties when Junipero Serra Boulevard was built on a line approximately due north and south through the westerly edge of Daly City. This highway was laid out with generous width and good grade and alignment. The portion in San Francisco was built by the Department of Public Works. It has been serving as an important traffic artery into the westerly portion of San Francisco for many years.

With the rapid growth of automobile use and traffic volumes which have taken place since the war, further development of Ju-

Demolishing Mission Street Viaduct over Alemany Boulevard. New structure will have only one pier in center strip of six-lane highway.

nipero Serra Boulevard has become imperative. The current improvements have to do principally with the provision of structures and dividing stripes to avoid conflicts between intersecting and opposing streams of traffic. The work in the present program includes the channelization and provision of signals north of the 19th Avenue intersections; an underpass at Stanley Drive with interchange roadways; an overpass for Alemany Boulevard westbound traffic; repaving of the existing roadway and provision of center

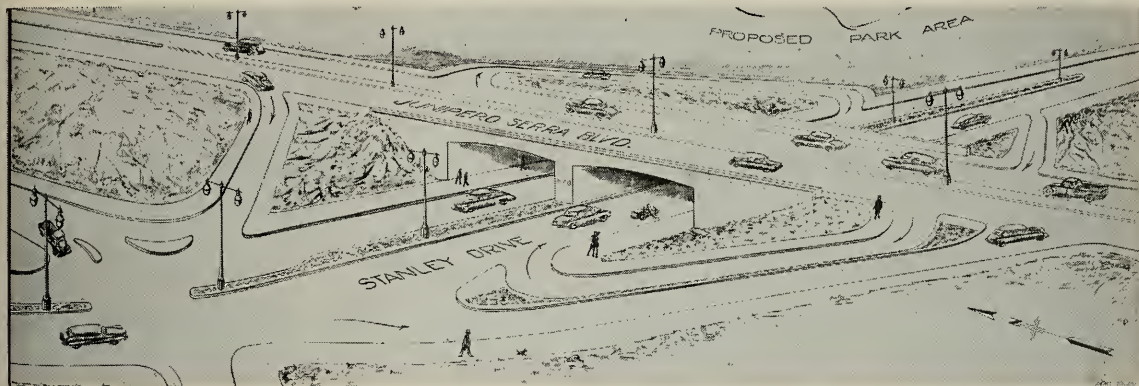
islands south of Alemany Boulevard and extending into San Mateo County; and rearrangement of the intersection where Alemany Boulevard Extension runs westerly from Junipero Serra Boulevard to Skyline Boulevard.

The channelization work on Junipero Serra Boulevard has just been completed. The center island is fourteen feet wide in order to permit the construction of left turn havens at the principal cross streets. Traffic signals have been installed at the crossings of Winston Drive and Holloway Avenue



Alemany Overpass crossing Junipero Serra Boulevard.  
(Looking northeast towards approach ramp.)





Three phase signals have been provided at the 19th Avenue intersection.

The Stanley Drive underpass is covered by a contract recently awarded and work will be rapidly underway in the early summer. Not included in the contract is an extension of Stanley Drive easterly to a connection with Alemany Boulevard in the vicinity of Orizaba Avenue. Grading and paving of this part of Stanley Drive will be undertaken later in the year. The structure at Junipero Serra Boulevard will permit traf-

between curbs is 25 feet. A sidewalk five feet wide is provided on one side. The roadway alignment has a minimum radius of 600 feet and is super-elevated to compensate for the curvature. A distinctive feature of the structure is the use of colored concrete. The color was obtained by adding a certain quantity of blended iron oxides to the concrete materials during the mixing process. The resulting shade is a light terra cotta which harmonizes well with the reddish soil to be seen in the vicinity.

#### REPAVING UNDERTAKEN

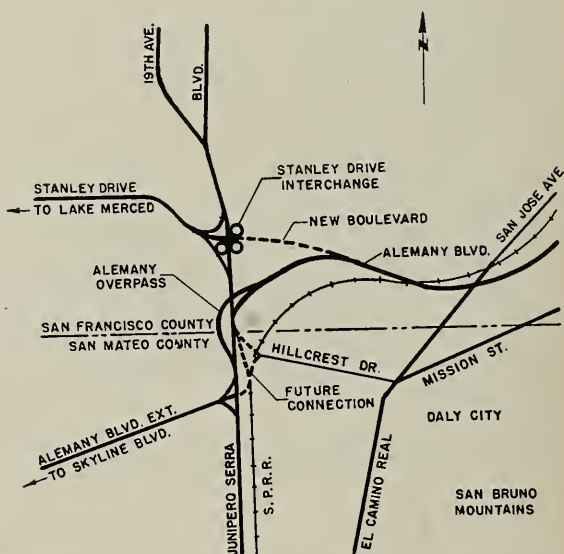
Repaving of Junipero Serra Boulevard between Alemany Overpass and Alemany Boulevard Extension has been undertaken by the State Division of Highways under the same contract which provides for improvement of the intersection with the boulevard running to the west. This intersection will eventually be provided with a complete traffic interchange but the present improvement will merely include channelization and in the installation of modern traffic signals.

Farther to the south, and extending for a distance of 1.7 miles into San Mateo County, the pavement has been surfaced by Joint Highway District No. 10 which embraces San Francisco and San Mateo Counties. The district has also improved the signal system at the school street crossing.

#### ADDITIONAL WORK

Other work to be performed by City contract during the year will contribute to the improvement of arteries in the southwestern portion of the City. These include principally reconstruction of the viaduct on Mission Street over Alemany Boulevard, the widening of San Jose Avenue through Bernal Cut, and the removal of the street car tracks from Mission Street as far south as the county line. When these contracts are completed, together with the work on the Junipero Serra Boulevard and Stanley Drive, the traffic ar-

Stanley Drive Underpass with interchange roadways now under construction. Structure will permit traffic to pass directly through, giving direct connection from Alemany Boulevard to Lake Merced Boulevard.



Plan showing major Inter-County Highways through southwest Gateway.



SHERMAN P. DUCKEL

Director

Department of Public Works  
City and County of San Francisco

to pass directly through, giving a direct connection from Alemany Boulevard to Lake Merced Boulevard. Loops and connecting ramps will be provided to permit any necessary turns to be made without traffic conflicts.

The Alemany Overpass was completed last year and opened to traffic just before Christmas. Westbound Alemany Boulevard traffic is carried overhead on a reinforced concrete viaduct built on a long sweeping curve to the left. The structure is 1,454 feet long and carries two lanes of traffic in one direction. The roadway width

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eries through the southwest gateway to the city will be in excellent shape to meet any emergency and to take care of traffic increases for many years to come.

#### STOP SIGNS MEAN "STOP"

Too many drivers are guilty of sneaking through stop signs. Make it a habit to come to a full stop, cautions the California State Automobile Assn. This may prevent you from being involved in a serious collision.

The accident toll is highest between the hours of 3 and 8 p.m. When you drive during this period be especially careful, warns the Calif. State Automobile Assn.

# Urgent Need for Whole Blood at Korean Front Presents Challenge to Each of Us



"THEY HAD A SHORTAGE OF BLOOD THE DAY I WAS BROUGHT IN. They sure weren't happy to see me," recalls Master Sergeant Paul Daley as he writes home from Letterman Army Hospital to Brooklyn, N. Y. He received blood first at a battalion aid station immediately after he was wounded, and again during later treatment in hospitals at Tokyo and San Francisco.

## Give Brief Hour of Time And Save a Soldier's Life

**M**ASTER SGT. PAUL DALEY (pictured above) is alive because someone gave blood to save him when he was wounded.

Without it, he would have died.

"Sure, I was given blood. Otherwise I wouldn't be here," he comments from his bed at Letterman Army Hospital.

As the war rages back and forth over Korea, thousands of American boys are wounded. But more men are surviving their wounds in this war than ever before, because of expert medical care and especially because whole blood can be flown from the home front to the field of battle.

This is almost the first time in history that whole blood could be transported overseas. The practice was not begun in World War II until 1944. Until then, plasma was provided by the home front and such whole blood as was given was taken from personnel behind the lines.

### AT BATTLEFRONT

But in Korea, the first whole blood transfusion is often given to a wounded man before he is lifted onto the litter on the back of the jeep-ambulance which carries him to the frontline aid station.

So, it's up to you, as the source of that life-giving blood. Each of us holds the balance of life or death for a fighting man.

You can give 45 minutes — the time it takes to give a pint of your blood. Or you can shrug off your responsibility, skip the whole thing and let a boy die.

If you decide you can spend one hour for a man's entire life, this is what you do:

### TELEPHONE NOW!

Telephone now to the Red Cross, PProspect 6-1500, or Irwin Memorial Blood Bank, JJordan 7-6400. Do it now. The blood appointment desks maintain 24-hour telephone service.

Arrange to go to the blood bank at a time convenient to you. Irwin is open from 9:00 a.m. to 7:00 p.m., Monday through Friday, and 9:00 a.m. to 4:00 p.m., Saturday, at Washington and Laguna streets in the Pacific Heights sector.

On Thursdays, 11:00 a.m. to 6:00 p.m., there is an additional blood bank at Radio Station KNBC, Taylor and O'Farrell streets.

If you need transportation, the appointment desk will arrange for Yellow Cab service for you.

You will be requested not to take anything but fruit juice or black coffee for four hours before your donation. This is because anything else leaves a fatty residue in the blood, which makes it useless for whole blood transfusions.

When you check in at the blood bank, you first give a brief medical history.

Then a Red Cross Nurse's Aid takes your temperature and a registered nurse pricks your finger for a sample of blood to check type and Rh factor.

You have a drink of fruit juice before going to a pillowed table where you stretch out comfortably. A nurse takes your blood pressure, anesthetizes your arm, then quickly and painlessly inserts a vacuum needle which draws the blood.

The bleeding takes only ten minutes.

You are ready immediately for cookies and fruit juice or coffee the Red Cross canteen in the blood bank.

After that, back to business.

Easy and harmless. Yet, in Korea battle-weary men in rear camps behind the lines have given blood for their buddies "ahead somewhere" because supplies from the comfortable people at home often lag.

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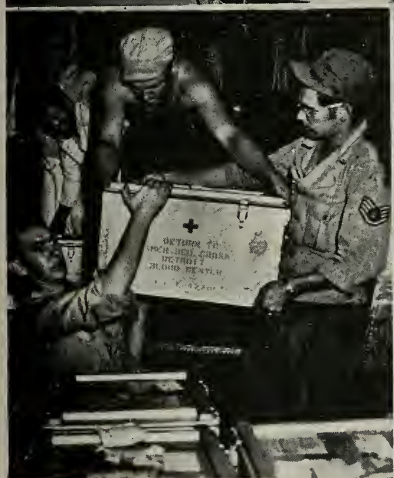
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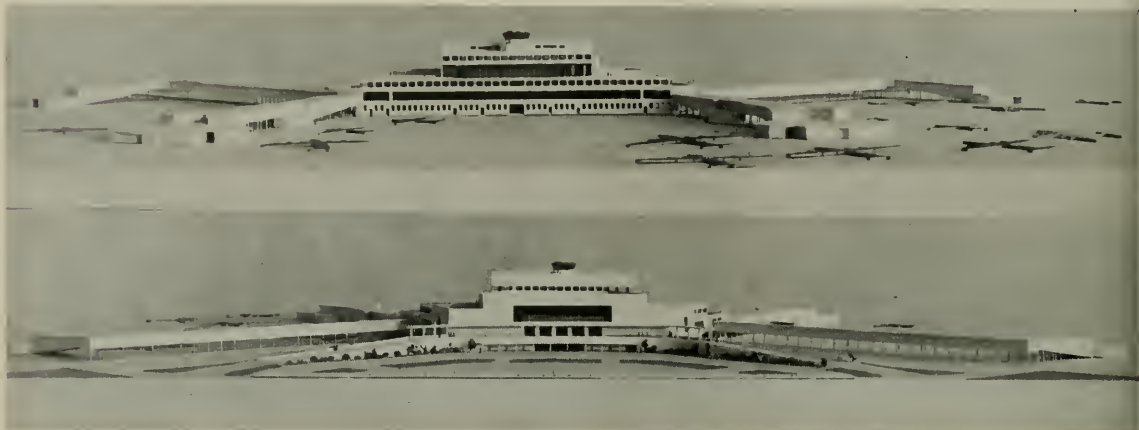
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# New Passenger Terminal Construction To Start at S.F. Municipal Airport



## Final Step in Current Mammoth Expansion Program to Proceed

**THE RECENT ANNOUNCEMENT** by the Public Utilities Commission that actual physical construction of the new passenger terminal for the San Francisco International Airport will get under way June 18 marks the beginning of the last step in the current expansion program of the airport that began in 1946.

While the successful contractor officially will be allowed 500 days for completion of the new building, which will be partially paid for the federal government, the time required for moving from the present buildings will probably mean service in the new structure will not actually start until the first part of 1953.

Since this construction will enjoy the status of a "federal project" it is not anticipated that there will be too many delays from material shortages.

Plans for the new passenger terminal have been approved by the Civil Aeronautics Administration and termed by the CAA as "entirely satisfactory and consistent with the design criteria which the CAA has developed through our national and local airport planning studies during the last four years."

When the new terminal is available for use, it will climax a story of aviation progress which had its beginning back in 1927 when the airport was nothing more than a pasture with a cow path for a runway. In those 24 years, the same problem has continually faced the City — trying to keep up with the growth of aviation when newer, bigger and heavier aircraft



PHILIP F. LANDIS, President  
S. F. Public Utilities Commission

kept coming along before airport facilities were ready for them.

This problem took a long time to lick, but the Public Utilities Commission of San Francisco, which runs the airport, has just about got the situation under control, at least as far as ground facilities are concerned. As of now, the San Francisco International Airport has a completely new sys-

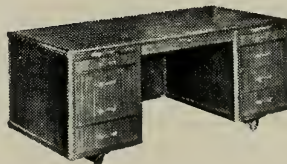
tem of runways and taxiways, all built since 1945 and constructed to serve any military or commercial aircraft presently in use. This layout is comprised of four runways, with two located to take advantage of the prevailing wind and the other two to serve during storm wind conditions. The dual system, of course, makes possible greater speed in handling the landings and takeoffs. For example, one plane could be landing while another was taking off, each on a separate runway.

Naturally, this took a lot of money. To pay the cost, the citizens of San Francisco first voted \$20,000,000 in 1945 for airport bonds, and then, when post-war

costs zoomed, they voted another \$10,000,000. The latter bond issue was approved in 1949, and much it will have sufficient space for new and larger passenger terminal which, international conditions permitting, should be finished 1952.

As anyone who uses the airport realizes, the new passenger terminal is badly needed. The present building was designed to handle 1,700 passengers per day and in July of 1950, some 5,000 passengers per day used the airport (not including visitors just looking at seeing friends off).

Designed to accommodate 2,000,000 passengers per year and



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capable of expansion to handle 10,000,000, the new building will give service and convenience to airline patrons, and, of vital importance, it will have sufficient space so that substantial revenues to the airport can be developed. These revenues will help put the airport on its feet financially.

In addition to the service it renders to airplane travelers, the airport plays an important role in the economic life of San Francisco and San Mateo Counties. It is the center of the aviation industry in this area and as such is responsible for the employment of over 6,000 persons by airlines and allied businesses with an annual payroll of over \$22,000,000 per year. Added to this are the large expenditures made by the airline companies for goods and services (other than wages) in the area.

These, too, bring dollars into the commercial channels of the area.

It is reliably estimated that a total of at least 40 million new dollars comes into the economic life of this San Francisco-San Mateo area because there is a San Francisco International Airport.

San Francisco has played a great part in the development of aviation from its infancy—and it is continuing this enlightened policy. The airport already has ground facilities second to none and will soon have the same accommodations in its new terminal. For passengers, the airlines serving the airport can take them any place in the world on reasonably direct routes. For San Francisco citizens the airport represents as good a business investment as the City has ever made.

## 'Operation Adventure'

SAN FRANCISCO CITY AND COUNTY EMPLOYEES are cordially invited to join the grand European Tour sponsored by the Los Angeles City Employees under the leadership of Miss Alice Koumjian. Complete management of the tour arrangements have been entrusted to Albertsen Cruise-Tours who have been leaders in the travel field for over forty-four years.

This concern, founded in San Francisco by A. G. Albertsen many years ago, has been selected because of its wide experience gained in the handling of group movements which, in past years, have included the University of California Alumni Association,

California Press Association, San Francisco Recreation Department, California Medical Association, various Chambers of Commerce throughout the State, Association of Railway Surgeons, and numerous excursions for Islam, Tehran, Aahmes, Ben Ali, and Al Bahr



Shrine Temples, together with several movements under the Imperial Shrine Potentate.

The City Employees group will leave the Pacific Coast on August 5th by deluxe flight across the Continent, continuing across the Atlantic to Scotland. From here they will travel by chartered motor coach for a complete all-expense tour of Great Britain, the Netherlands, Belgium, the Rhine Valley, Switzerland, Italy, the Riviera, Central France and winding up in Paris, from where they return to the Pacific Coast by air, arriving home on September 16th.

Membership in the group is limited to the capacity of the specially chartered equipment, and those interested should get in touch at once with Albertsen Cruise-Tours, Room 806, 26-O'Farrell Street, San Francisco, Telephone YUkon 2-2552. Full details and descriptive itinerary will be furnished without obligation.

Driving on street car tracks is not advisable practice in any weather but it is especially hazardous in rain, according to the California State Automobile Association.

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## Wm. E. Waste Heads Bay Area Council Officers for 1951

**WILLIAM E. WASTE** was re-elected chairman of the San Francisco Bay Area Council for 1951 by the board of governors and members, Tuesday, Feb. 27.

Bay Area mayors and supervisors, senators and assembly, leaders of labor, business and industry, gathered at the Palace Hotel in San Francisco for the Council's fifth annual meeting, unanimously applauded Mr. Waste's appointment for this second term. Well-known as one of the West's outstanding construction authorities, Mr. Waste is vice president of the Bechtel Corporation.

Other Council officers re-elected for the current year were: Raymond M. Young, vice chairman and chairman of the Executive Committee; Frank E. Marsh, executive vice president and general manager; Raymond Reeves, vice president; R. E. Fisher, secretary; B. E. Kletz, assistant secretary; and C. C. Trowbridge, Jr., assistant treasurer.

Two new officers were selected. Carl Wente, senior vice president, Bank of America, will serve as vice president at large replacing former Council Chairman William M. Hale. Irving Manning, vice president of the Anglo California National Bank, will take over as treasurer.

The Bay Area county vice presidents who will assist in directing the Council's affairs for the next year include: William H. Park, Alameda; Frederick A. Quigley, Contra Costa; C. A. Beale, Marin; A. G. Streblow, Napa; Ray W. Turnbull, San Francisco; Richard J. Elkus, San Mateo; Louis R. Kessler, Santa Clara; Frank O. Bell, Solano; J. Mervyn Daw, Sonoma.

The 1951 Executive Committee was also announced at the annual meeting. The members of this group are: Wheelock H. Bingham, president of Macy's San Francisco; Howard R. Cuyler, general



**WILLIAM E. WASTE**  
Chairman San Francisco Bay Area Council

sales manager — Marketing Department, Standard Oil Company of California; Thomas Coakley, Little, Coakley & Lauritzen; James B. DuPrau, vice president and assistant to the president, Columbia Steel Company; William M. Hale, executive vice president of the American Trust Company; Col. Alexander R. Heron, vice president in charge of industrial and public relations, Crown Zellerbach Corporation; George W. Johns, secretary, San Francisco Labor Council; Alan J. Lowrey, president of the San Francisco Chamber of Commerce; and O. R. Doerr, vice president, Pacific Gas & Electric Company.

## Jack Z. Anderson, Congressman 8th District, Real Dirt Farmer

**JACK Z. ANDERSON**, MEMBER OF CONGRESS from the Eighth California District, is a native son, as was his father. The grandfather came to California in 1852 searching for gold. Failing to find sufficient to warrant continuing the search, he went into the fruit business in Suisun Valley in about 1865. He later moved to Santa Clara County and in 1907 his son, father of the present Congressman, purchased property near San Juan Bautista on which the family's pear ranch is now located.

Congressman Anderson was born in Oakland, March 22, 1904, the family moving shortly afterwards to Santa Cruz. During the stay there he started his schooling, continuing until the first two years of grammar school. With the death of his mother in 1913, the family

moved to San Jose where he completed his elementary schooling at Hester Grammar School and graduated from San Jose High School in February of 1923.

Following graduation, he went to work for his father on a ranch which had been leased about five miles out of San Jose and he proceeded to learn the pear business. Upon the death of his father in 1925, he moved to San Juan Bau-

## Congressman Jack Z. Anderson and Family



**THE JACK ANDERSON FAMILY** at San Juan Bautista, (left to right) Jean Anderson, Mrs. Anderson, the Congressman, Carol Anderson Epps, and seated in foreground, daughter Nancy.

tista and took charge of the family holdings in the San Juan Valley.

The Congressman was married in 1926 to Frances Griffin of Fresno and three daughters have been born from the union. Jean, who works for the General Paint Company in San Jose, is twenty-two; Carol, who is twenty, is married and resides in San Jose; Nancy, the youngest, is sixteen, and is attending Dominican Convent.

In 1938, actively engaged in the pear business, Anderson was prevailed upon to run for his present post, which he did successfully.

Reelected since that time, he is now serving his seventh term and ranks as the senior Republican from the State of California.

He is a member of the Armed Services Committee of the House of Representatives, Chairman of the Conference of Western Republicans, and Chairman of the California Delegations subcommittee on Agriculture and Farm Problems.

He is a Protestant, Mason, Elk and Native Son.

## San Leandro Secures \$600,000 Industry

**ATTRACTION** of a \$600,000 plant to San Leandro's multi-million dollar industrial area has been announced jointly by Henry Lenninger, Chairman of the Industrial Committee of the San Leandro Chamber of Commerce, and Charles P. Howarn, Chairman of the Alameda County New Industries Committee of the Oakland Chamber of Commerce.

The new plant will be established by the Tea Garden Products Company on a 6½ acre site in W. Avenue 132nd. Construction will start immediately on a 61,000 square foot 1-story concrete block building, which the company will lease for a food products manu-

facturing operation, the joint announcement stated. The property also includes 50,000 square feet of paved yard and spur tracks.

The company plans to move its entire operation from San Francisco to the San Leandro location and the move will start with the opening of the new plant about November 1, according to the joint announcement.

The San Leandro plant will employ 150 persons initially, most of whom will be transferred from the company's San Francisco plant.

T. N. St. Hill is president of the Tea Garden Products Company. Harry F. Petersmeyer is vice president in charge of production.

Liberty means responsibility. That is why most men dread it.—Bernard Shaw.



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## Rickey, Famed Restaurateur, At Stonestown

**JOHN RICKEY**, the well-known restaurant operator, will be offering specialties which have become so popular with patrons of his Studio Club and Town House, at a third location—to be known



JOHN RICKEY

Popular Host at Rickey's Town House in San Francisco and Rickey's Studio Club, Palo Alto.

as the Red Chimney—now being built in the new community center at Stonestown.

This building will be directly next door to the new unit of The Emporium, and will reflect the atmosphere of a New England garden restaurant. The combination of brick, old copper, and flower boxes—with a big fireplace as the focal point of the main room, the newest Rickey's will seat 275, with room for 100 in the cocktail lounge, and a banquet room to accommodate 250.

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## Bank of America Head Honored



**L. M. GIANNINI** (center), President Bank of America, recently awarded First Annual World Brotherhood Citation and silver medal at Los Angeles, is shown in photo receiving congratulations from (left) Charles P. Skouras, President 20th Century Fox Film Corporation, and (right) Mayor Elmer E. Robinson of San Francisco.

**L. M. GIANNINI**, President of the Bank of America, widely known San Franciscan, was awarded the First Annual World Brotherhood Citation and a silver medal by the National Conference of Christians and Jews at a huge dinner in Los Angeles attended by outstanding Californians from every walk of life.

Representing the City of San Francisco was Mayor Elmer E. Robinson, who pointed out that "In San Francisco we recognize no minority groups because there are none. People of every conceivable background have contributed to

the building of this city and to the community spirit which is the envy of the whole country. L. M. Giannini perfectly embodies the traditions and the convictions of San Francisco and we are all proud that this great honor has come to him."

Representing the motion picture industry was Mr. Charles P. Skouras, President of 20th Century Fox Film Corporation and Chairman of the Awards Group.

Also honored at the same dinner with a citation and a medal was General Carlos P. Romulo, brilliant champion of democracy.

## France to Exhibit Variety of Products At Trade Fair

**EXOTIC** and rare works of art, varied handicrafts and strategic raw materials will be incorporated in an unusual exhibit to be sponsored by the French Commercial Counselor, Henri Beaujard, at the fourth annual San Francisco World Trade Fair in May.

The Fair will be held in the Palace Hotel, San Francisco from May 23 to 27, under the joint sponsorship of the San Francisco Chamber of Commerce and its World Trade Association.

The French will deviate from their usual custom of displaying purely continental French products at the Fair this year. Instead, they will show products from some of their overseas territories—Morocco, Africa, Indo-China.

Included will be a collection of

native Moroccan craftwork, such as leather goods, jewelry, wool carpets, ceramics, as well as raw materials. In the latter display will be rubber, minerals, phosphates, tapioca and manioc flour, cocoa, coffee, cloves, vanilla, caraway and coriander seeds, paprika, and other items produced in the French territories.

Nations from the four corners of the world have already reserved space at the World Trade Fair to exhibit the raw materials, consumer products and tourist services they have to offer the American people, according to General Robert H. Wylie, chairman of the 1951 World Trade Week committee.

He who picks up one end of a stick picks up the other. He who chooses the beginning of a road chooses the place it leads to. Always the means we use must partake of the quality of the goal we seek.—Dr. Harry Emerson Fosdick

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## LETTERS TO THE EDITOR

EMBASSY OF SWEDEN  
Washington, D. C.

March 23, 1951

EDITOR: The Ambassador, Mr. Boheman, who has been in Sweden for some time, has asked me to state that he has had a chance to look through the February issue of the City-County Record and the article concerning Chief Engineer Olson of the San Francisco Public Utilities, and was very much interested in reading about his career in the engineering field. It is always encouraging to follow the work of such a man and we certainly are proud that he has been in Sweden. Please accept our sincere thanks for calling our attention to this article.

TORE TALLROTH, Cultural Attache.

COURT HOUSE  
San Jose 13, California

March 23, 1951

EDITOR: Thank you very much for that excellent article on Tom Lynch. You told us things about him that we didn't know. It is well written concerning a swell person. It is entirely unnecessary, of course, for us to tell you of the respect and admiration we all have for Tom, because he has been through the "mill," he knows his "stuff" and he is a right guy.

Sincere compliments to you on your splendid paper.

Sincerely,

N. J. MENARD

District Attorney of Santa Clara County

IRWIN MEMORIAL BLOOD BANK  
Of the San Francisco County Medical Society

March 22, 1951

EDITOR: On behalf of the physicians of the Irwin Memorial Blood Bank, I wish to thank you for the wonderful advertisement which appeared in the March issue of the City-County Record.

The need for blood in Korea is still urgent, and I am sure your pertinent advertisement will result in many additional donors.

Sincerely,

MRS. CHARLES D. HEMPHILL  
Managing Director

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## Macy's Honors Red Cross With 'Mobilize for Defense' Preview



## Macy's Veritable Floral Dreamland At Sixth Annual Spring Flower Show

**EASTER MUSIC AND SPRING FLOWERS** shared the spotlight with Mayor Elmer E. Robinson, other civic dignitaries, top military officers and Hildegard, song stylist, on Sunday, March 18, at the "Mobilize for Defense" Red Cross Preview of the sixth annual Macy's Easter flower show.

More than 60,000 blooms effectively arranged, transformed the entire lower floor of Macy's into a veritable dreamland of flowers. Outside, flowering dogwood, Chinese magnolia, yew trees and cut fruit blossoms, some fifteen feet high, hanked the sidewalk on Stockton and O'Farrell streets along the store. The interior display featured rhododendrons, azaleas, prize-winning cymbidium, Easter lilies, French hydrengia, camellias, caladium and rambler roses.

Dedicated to the San Francisco Red Cross Chapter, the traditional downtown Easter Flower Show,

opening Palm Sunday with the preview to which several thousand Red Cross contributors and volunteers were invited as honored guests, was thrown open to the general public the following day, continuing through Saturday, March 24. The magnificent display brought pleasure and delight to the thousands who thronged Macy's during the week.

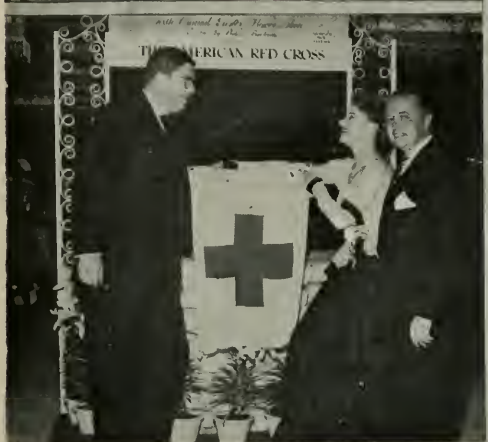
The program for the preview was most impressive. Garrett McEnerney II, Chairman of the San Francisco Chapter, American Red

(Continued on next page)

## Macy's Sixth Annual Flower Show

Top, left — Guests of honor at Macy's sixth annual Easter Flower Show, Korea veterans occupied reserved seats fronting the stage. Behind the roped-off area which contained them, a crowd of some 6,000 previewers pressed around to witness the program or circulated through the store, enjoying to the utmost the unrivaled floral exhibition. Top, right — Sid Martinelli, floral artist, and Edward Goepfner, managing partner of Podesta-Baldocchi, help unload rhododendrons for the Macy's Easter Flower Show.

Above, left — Spectacular Sixth Army Pipe Band led by Warrant Officer Milliard F. Cray all in Royal Stuart Tartan and Scottish kilts added a most colorful touch to a colorful show. Above, right — As the National Anthem is sung by the Treasure Island Navy Chorus, guests of honor on the stage stand at attention (left to right): Joseph Gillespie of KNBC staff, master of ceremonies; Alan J. Lowrey, president of the San Francisco Chamber of Commerce and chairman of the 1951 Red Cross Fund campaign; Rear Admiral Bertram J. Rodgers, USN, Commandant 12th Naval District; Lt. Gen. Albert C. Wedemeyer, Commanding General, Sixth Army; Hildegard; Mayor Elmer E. Robinson; Charles W. Huse, Vice Chairman, 1951 Red Cross Drive; Wheelock H. Bingham, president of Macy's and Garrett McEnerney II, chairman, San Francisco Chapter, American Red Cross.



## Macy's Honors Red Cross

(Continued from page 17)

Cross, was in charge of the program arrangements.

Joseph Gillespie, KNBC staff announcer, acted as master of ceremonies. He introduced the honored guests who were seated on a decorated platform within the store.

Lieut. Gen. Albert C. Wedemeyer, Commanding General of the Sixth Army, extolled the Red Cross services to the Army. Rear Admiral Bertram J. Rodgers, spoke briefly in behalf of the Navy forces, complimenting the Red Cross highly.

### PROGRAM HIGHLIGHTS

A highlight of the program was the colorful Sixth Army Pipe Band led by Warrant Officer Milliard F. Cray. Included in the band was eight bagpipes, one bass drum, three snare drums, and two tenor drums. Wearing Scottish kilts in Royal Stuart Tartan, after a short program at the store entrance, the band proceeded to its station and opened the official program with stirring music.

Korean war wounded and other veterans were present, being seat-

ed in a special honor section roped off in front of the stage.

Another highlight was the formal presentation of colors by a combined military color guard with all services represented. The guard marched into the store from O'Farrell Street and formed at the back of the stage, adding to the impressive spectacle.

The incomparable Hildegard, with her delightful patter, was thoroughly enjoyed. At her request a number of Korean veterans were brought to the mike and introduced by her, she concluding her remarks by presenting flowers to each.

### CHORUS FEATURED

Also featured on the program was the Treasure Island Navy Chorus of some fifty voices. Made up of mixed enlisted volunteer personnel under the direction of Miss Ruth Milliken, the chorus was formed about four years ago and demonstrated its unquestioned excellence.

Wheelock H. Bingham, president  
(Continued on next page)

Top, left — Mrs. Elmer E. Robinson, San Francisco's charming First Lady, presents a floral tribute to a Korean veteran at Macy's Easter Flower Show. Top, right — Volunteer workers of San Francisco Chapter, American Red Cross at Macy's preview. Above left — Garrett McNerney II, chairman, San Francisco Chapter, American Red Cross drops a lucky coin in Macy's Red Cross Wishing Well while Hildegard, song stylist and pianist with Wheelock H. Bingham, president of Macy's, smilingly commends his action. Above, right — Macy's president, Bingham (left), receives congratulations from Mayor Elmer E. Robinson for the magnificent floral demonstration in honor of San Francisco's Red Cross Chapter.

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**MACY'S PREVIEW**

(Continued from page 18)

of Macy's, San Francisco, welcomed the guests and introduced Garrett McErnerney II, Chairman, San Francisco Chapter, American Red Cross.

Alan J. Lowrey, president of the San Francisco Chamber of Commerce, urged upon all to aid in the present Red Cross drive. He outlined the enlarged demands which the organization must now meet,

due to the Korean situation, and stated that all patriotic Americans must cooperate in the fund raising as a matter of civic pride and duty.

Macy's Easter Flower Show continued through the week, the entire period being dedicated to the San Francisco Chapter of the American Red Cross. It is estimated that more than 6,000 attended the preview on Palm Sunday, with the number increasing daily during the week.

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MAIN OFFICE

**2625 EAST FOURTEENTH ST.***Oakland***MACY'S RED CROSS FLORAL PREVIEW**

Beverly McCormick, one of Macy's attractive sales ladies, ably assists Podest-Baldocchi driver to unload first of many trucks which brought the floral decorations used in the comprehensive display.

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## Robert H. Wylie, S.F. Port Manager Bay Area 'Shipping Man of Year'

**THE EDITOR SAID:** Get the complete story behind the story of the selection by the Propeller Club at its annual December luncheon, of Robert H. (Bob) Wylie, San Francisco Port Manager, as Bay Area "Shipping Man of the Year."

The citation says Wylie was chosen specifically "for his work as co-chairman of the Panama Canal Tolls Committee, which was instrumental in establishing a more equitable basis for computing canal tolls; also, under his administration, the Mission Rock Terminal and new grain terminal were completed, improvements of Piers 30 and 32 was begun, and growth of the Foreign Trade Zone was accelerated." Also cited was his leadership in the campaign to bring more business to the Bay Area through a better competitive rate structure, and establishment of a Chicago traffic office for the Port of San Francisco.

### WYLIE BACKGROUND

Over and above all that, what manner of man is Bob Wylie? What's his background and training? What are his ideas about the development and promotion of our magnificent harbor?

To start with, although he's Brig. Gen. Robt. H. Wylie, United States Army, retired, everyone calls him Bob, a sure sign of one gifted in public relations, along with the qualities of a diplomat. He hails from Huntington, West Virginia, and the teeming waterfront of that picturesque Ohio River city gave him an interest in waterborne traffic from earliest boyhood.

He attended V.M.I., the West Point of the South, and left there just in time to be commissioned a lieutenant before the Armistice halted World War I. His subsequent career in the Army covered over 28 years, during eight of which he was stationed in the Bay Area, mostly at Fort Mason where the Army Transport Docks lie.

### KNOWS HARBOR

That's why he knows this harbor like a man knows the back of his own hand. Wylie went up and up in the service, always in the Quartermaster - Transportation Corps, until, early in World War II, when as a Brigadier General headquartered at the Pentagon, he was Assistant Chief of Transportation, water, rail and air, all theaters.

General Wylie took his retirement five years ago, and on January 15, 1947, was engaged as Port Manager by the Board of State Harbor Commissioners for San Francisco Harbor. Incidentally, the board consists of three members, appointed by the Governor and confirmed by the state Senate, for four-year terms, staggered. The present Commissioners are B. J. Feigenbaum, president; W. G. Welt and W. P. Fuller Brawner. The

\$100,000,000 port, he also participates actively in a score of related fields, all of which vitally affect the welfare of our city, our state, and the nation: Here's a list:

National Security Resources Board, consultant Transportation Office; Defense Transport Administration, consultant; director and member executive committee, American Association of Port Authorities (and played a large part in bringing that important organization's annual convention to the Fairmont Hotel last October); director and member, executive committee Pacific Coast Association

Chamber of Commerce; Bay Area Maritime Committee; Propeller Club, program committee; member Northern California subcommittee and advisory committee Western Transportation Council; Past President San Francisco Chapter National Defense Transportation Association (its national convention was brought here last year, too); chairman State employees group San Francisco Community Chest; member Maritime subcommittee National Legislative Council Veterans of Foreign Wars.

Whew!

### EFFECTIVE PROGRAM

If there is one thing more than another which distinguishes Bob Wylie from the rest, it is his unspectacular but effective program for advertising and promoting the Port, worldwide. It is, and consistently has been, a good program, and, in spite of a somewhat modest budget, a well-spread and thorough program.

When Bob Wylie came on the job as Port Manager, January 15, 1947, the Harbor Board was limited by the provisions of the State Harbors and Navigation Code to an expenditure not to exceed \$20,000 per year (out of its own revenues—not tax dollars) to advertise and promote the Port.

An additional \$50,000 was authorized at the next following session of the legislature, effective with the start of the fiscal year, July 1, 1948. Advance studies made it possible to set in motion immediately a program to make San Francisco at least as widely and thoroughly advertised as any port in the nation.

### KEEPS CONTACTS

Wylie's program line was, and is, to keep up regular contacts with those who produce or create commodities and goods, and those who control and direct the routing of shipments to and from world markets. This is best accomplished, in Wylie's scheme of things, through judicious use of the printed word—mass circulation of ads in handpicked media, and through the personal approach by traffic representatives (salesmen) for the Port.

The first golden opportunity afforded by the augmented Port promotion budget was that of telling world traders in all countries about the establishment and opening on June 10, 1948 of San Francisco's new Foreign Trade Zone—first on the Pacific Coast.

Advertisements in two colors (always effective in trade journals) were placed in selected foreign and domestic publications, reaching importers, exporters, traffic managers, manufacturers and processors, and the world shipping industry generally.

These kickoff Foreign Trade Zone ads appeared in worldwide (Continued on next page)



ROBERT H. (BOB) WYLIE  
San Francisco Port Manager

board determines policies and plans, which the Port Manager executes. Under him are some 600 civil service employees, including those of the State Belt Railroad, which is also owned and operated by the State of California.

General Wylie's extra-curricular activities taken alone would warrant the acclaim of the shipping industry and the community at large, for besides managing the

Port Authorities; Past President California Association of Port Authorities; director Marine Exchange; chairman 1951 World Trade Week; member of San Francisco Chamber of Commerce committees as follows: World Trade, World Trade Maritime Affairs section, Merchant Marine and Harbor, Naval Affairs, Foreign Trade Zone; member statewide Transportation Committee, California State



publications with a total circulation of well over 300,000 copies, giving an estimated total readership of more than 1,000,000, of which 42 per cent was foreign and 58 per cent domestic. This and subsequent Zone promotion has paid off, to such an extent that authorization has been given for doubling the Pier 45 area of the F. T. Z. at the earliest possible time.

SELECTING MEDIA

In selecting publications for Port of San Francisco advertisements under the Wylie program, strict standards and conditions were imposed. First, each publication considered was required to furnish a double breakdown of its circulation — geographical and occupational. A chart was compiled showing complete data on every publication in the fields of world trade, traffic and transportation. Foreign-language publications were not overlooked. Today, Port of San Francisco ads appear in three of the world's leading Spanish language trade journals. A trilingual ad—French, Spanish and English, appears in a Paris-published Yearbook of Commerce.

The Port advertisement program as laid out three years ago by General Wylie, has been fairly closely followed, with some minor changes and one major deletion—an illustrated quarterly magazine of which 6,000 copies per issue were mailed out for two years. Other promotional uses were found for the money that had gone into the production and distribution of the quarterly magazine. Certain other ports, however, were not slow to see its merits, and adopt them.

ROUGH BREAKDOWN

Here is a rough breakdown of Port Manager Wylie's advertising program to keep the world informed of San Francisco's harbor facilities and advantages. It looks to be well thought out and well balanced, in spite of the fact that some have alleged that there seems to be no program, and no planned promotional effort:

1. Four standout full-page two-color ads per year, in some fifteen of the world's leading publications in the fields of international commerce, traffic, and waterborne transportation. List includes three Spanish-language trade journals. Each ad reaches over 1,000,000 readers.
2. Regional newspaper ads in three categories: (a) Chicago and New York Journals of Commerce, Spring and Fall, in conjunction with national world trade, export managers and similar conventions. (b) San Francisco metropolitan dailies, World Trade & Maritime Week in May, Harbor Day in August, to keep the community informed on the progress and development of the Port, total circulation, four papers, 684,885. (c) Northern California interior dailies

reaching the agricultural and manufacturing industries in the Sacramento, San Joaquin and Santa Clara valleys, circulation, 341,171. Also as the season warrants, ads in *California Farmer*, *Grange News*, *Farm Bureau* monthlies, *California Wool Grower*, etc. Total circulation of this group, over 125,000.

3. Regularly scheduled ads in the shipping press (*Pacific Shipper*, which carries sailing schedules weekly to over 1,400 mid-continent subscribers, and another 1,000 local and regional; *Western Transportation*, official organ of the Pacific Traffic Association; *Pacific Coast Business & Shipping Register*. Also the *Cotton Digest*, the *Cotton Trade Journal*, tea and coffee trade journals, *Bay Area Business Quarterly*, *Daily Commercial News*, and, occasionally, the *Philippines Chamber of Commerce Monthly* and Manila and Honolulu newspapers.

Ads are also carried in such yearbooks as the *Custom House Guide*, *L'Annuaire Bley*, *Coast Marine Directory*, *Pacific Coast Directory of Shipping*, *Philippine*

*Directory of Importers & Exporters*, etc.

Last, but by no means least, the board issues Port promotional brochures which have met with worldwide demand, such as last year's *Ocean Shipping Handbook*, of which two editions totalling 13,000 went like hotcakes (a third revised and enlarged edition is readying), an illustrated Foreign Trade Zone information book (12,000), pamphlets, maps of the harbor, etc. A monthly schedule of sailings is printed and mailed to over 1,000 kee shippers across the nation.

Traffic managers and shippers being as human as the rest of us, advertising give-aways, of the inexpensive kind, are distributed by the Port's four traffic department traveling representatives. Included are book matches, bearing a strong advertising message, and colorfully attractive desk memo sheets—scratch pads to you—which confront the shippers with a reminder to "Ship via San Francisco" every time he picks up his pencil, all day long.

Again, whew! What a program!

HIGHWAY WISE WAY



JUniper 7-4258  
Night Phone Mission 7-8321  
**L&L Hay and Grain**  
L. V. LIBERTI  
606 CARTER STREET  
San Francisco 24, California

**L and L Riding Stables**  
Moonlight Rides - Horses Boarded  
Barbecue Rides - Horses Rented  
Geneva Ave., near Cow Palace  
JUniper 5-9761

JU. 7-4258      Night MI. 7-8321  
**L&L Trucking Service**  
A. Liberti - L. Liberti  
Let us solve your trucking problems  
606 CARTER STREET  
San Francisco 24, California

**A. MADSEN**  
Printing and Lithographic  
Machinery  
MECHANICAL ENGINEER  
126 PERRY STREET  
San Francisco  
Telephone GARfield 1-4578

**Dr. Charles DeROSE**  
3009 SIXTEENTH STREET  
San Francisco, California

MARket 1-1508      Res. AT. 2-4305  
**State Auto Repair**  
A. C. Vallado  
96 Redwood Street, near Polk  
Bet. McAllister and Golden Gate  
Back of State Building

**LANKERSHIM HOTEL**  
**FIFTH STREET      GARfield 1-6818**  
(Bet. Market and Mission Streets)      San Francisco 3, Calif.

**EDWARDS NURSING HOME**  
**447 LEE STREET      TWinoaks 3-0547**  
OAKLAND, CALIFORNIA

**WESTWOOD HOMES, INC.**  
CONTRACTOR - HOME BUILDER  
**205 Granada Avenue      San Francisco 12**  
Telephones: JUniper 7-2340 - 7-5332 - 7-7423

**RODIACK ELECTRIC AND CONSTRUCTION CO.**  
Registered Electrical and Building Contractors  
**7 TEDDY AVENUE      JUniper 5-4895**  
San Francisco 24, California

**Donald Beach Kirby, A.I.A.      Thomas B. Mulvin, A.I.A.**  
Members American Institute of Architects  
ARCHITECTS ASSOCIATED  
461 Market Street      SAN FRANCISCO, 5      YU. 6-6909  
190 MacArthur Boulevard      OAKLAND, 10      GL. 1-7400

**SORENSEN GROCERY**  
**4-A PROSPECT STREET**  
**Telephone ATwater 2-9136**



Joseph P. Kasper, president of the Associated Merchandising Corporation, the largest retailing organization in the world, visited San Francisco recently to further open up the local market to supply merchandise here to his affiliate stores in the leading cities of the nation. The Emporium and Capwell's are the AMC members in this region, with the 25-store association including such prestige houses as Bloomingdale's of New York, Filene's of Boston, Hudson's of Detroit, and Bullock's of Los Angeles. Mr. Kasper (center) met the San Francisco Press at a conference held at The Emporium, where he was the guest of Reginald H. Biggs (left) and E. C. Lipman (right), vice-president and president of The Emporium, respectively. It was, of course, by sheer coincidence that Mr. Kasper was extolling the City-County Record as the picture was snapped!

## Traffic Chief Eker Warns Pedestrians Against Danger

**"TRAFFIC REGULATIONS ARE FOR PEDESTRIANS, TOO."**

Captain Jack Eker, director of traffic, reminds pedestrians that walking across a street is one of the most hazardous undertakings in their daily life.

"Last year 37 out of the 54 persons killed in traffic here were walking across the street. In most instances the person killed was crossing in mid-block or walking against a traffic signal. It is true that the drivers in many accidents were partly responsible—but the accident would not have happened if the pedestrian had crossed the street properly," he said.

Pedestrian accidents this year had claimed the lives of eight persons and caused the injury of more than 240 up to yesterday, the San Francisco Chapter, National Safety Council reported.

"The present traffic laws will protect pedestrians—if the pedestrians respect them," declared Philip Johnson, president of the safety organization.

Johnson joined Captain Eker in warning pedestrians against the hazardous practices of crossing in mid-block, between parked cars, jaywalking, and walking against a red light.

These violations, Johnson reported, figure in more than 60 per cent of the reports made on pedestrian mishaps throughout the country.

## INDUSTRIAL CHEMICAL CO.

995 TENNESSEE STREET

*San Francisco, California*

## MEL'S WOOD PRODUCTS

CABINET · STORE FIXTURES · SASH · DOORS

574 NATOMA STREET

SAN FRANCISCO, CALIFORNIA

## REXALL DRUG COMPANY

598 SEVENTH STREET

*San Francisco 3, California*

## Audio Cabinet & Fixture Co.

CUSTOM FIXTURES

29 LASKIE STREET

Market 1-9620

SAN FRANCISCO 3, CALIFORNIA

## CITY BOTTLING COMPANY

City Club Beverages · Dream Orange · Goody Root Beer

1705 Church Street

Mission 8-5095

A. Lugliani

San Francisco

## PETERSON SUPPLY CO.

674 SOUTH VAN NESS AVENUE

Market 1-4120

San Francisco 10

## TED'S MOBILE SERVICE

MOBILE TIRES AND BATTERIES

MINOR REPAIR SERVICE

901 Golden Gate Avenue

San Francisco

## DR. NOOMI HAGGE

2000 VAN NESS AVENUE

*San Francisco, California*

## SOULE STEEL CO.

*Iron and Steel Products*

1750 ARMY STREET

SAN FRANCISCO

## GOLDEN GATE POULTRY CO.

LIVE AND DRESSED POULTRY AND EGGS

Ralph Marinai WHOLESALE Peter Pialorsi

2254 Third Street Phone Underhill 1-0285 San Francisco

## F. J. BURNS DRAYING

516-524 TOWNSEND STREET

HEmlock 1-1074

San Francisco 3, California



# Europeans Inspect S. F. Foreign Trade Zone



## Trade Specialists and Importers Make Three-Day Study of Bay Area

**A**N ON-THE-SPOT STUDY of San Francisco's Foreign Trade Zone and other port facilities was made recently by a twelve-man team of European importers and trade specialists from nine Marshall Plan countries.

Putting their three-day stay here (March 19 to 21 inc.) to optimum use, the visitors followed an itinerary which included a boat cruise of San Francisco Harbor; tours of the Bay Area and the San Francisco waterfront, with a side trip to the site of the World Trade Center, and a luncheon at the regular meeting of the World Trade Association of the San Francisco

Chamber of Commerce.

Members of the European Mission to study foreign trade zones, sponsored by the Economic Cooperation Administration, Organization for European Economic

Cooperation (OEEC) were: DENMARK: John Ljunggreen, Secretary of the Export Department of the Federation of Danish Industries, Copenhagen. FRANCE: Jean Seydoux, Director of the firm of Krug & Co., wine exporters, Rheims; Edward Gransagnes, foreign trade specialist of the French Government. GERMANY: Dr. Helmut Weising, secretary of the Hamburg Chamber of Commerce, International Transport Directorate, Hamburg; August Kohlrausch, director general of the Carl Prior Company, Transit and Transport, Bremen. GREECE: Constantin Constantinou, president of the Union of Greek Chambers of Commerce, Athens. ITALY: Francisco de Benedictis, Italian Institute of Foreign Trade, Rome. NETHER-

LANDS: H. J. E. Peelen Kan, Geo. Wohry Company, Importers and Exporters, Amsterdam; Laurens Fritz Van der Zee, Netherlands Chamber of Commerce in the United States, Inc., Netherlands Branch. SWEDEN: Bo Rudolf Frick, director general of the National Institute of Insurance Against Export Risks, Stockholm. TEAM SECRETARY: Sigurd Lamay-Norberg, administration officer, Trade Division, OEEC, Paris. WASHINGTON REPRESENTATIVE: Alfred B. Carr, Assistant to Tom Lyons, Office of International Trade, Washington, D. C., project manager.

"I feel," Ray Robinson, Sr., chairman of the Chamber's Foreign Trade Zone Committee, said, "that the luncheon meeting with the World Trade Association and other meetings with the group gave San Francisco traders an excellent opportunity to exchange views with their counterparts from abroad. At the same time, it furnished the European team with valuable information on import-export practices used in the San Francisco area."

R. N. NIELSEN, Manager

**KITTEL  
AND  
REGAN**

GENERAL INSURANCE

1336 VAN NESS AVENUE

GRaystone 4-5880

## CALIFORNIA CHIROPRACTIC COLLEGE

DR. R. O. McCLINTOCK, Director

1916 BROADWAY  
Oakland, California

### JACK RANIS AUTO METAL WORKS

Complete Auto Reconstruction  
AUTO PAINTING  
Phones ORdway 3-5124 - 3-5125  
1634-1644 PINE STREET  
SAN FRANCISCO

San Francisco's Largest Stainless Steel Sanitary Lemon Juice Plant

### A. C. Calderoni & Co.

Since 1897  
BAR SUPPLIES  
Telephone SUtter 1-9320  
731 FILBERT STREET  
San Francisco 11, California

### Anchor Iron & Metal Co.

Dealers in  
Machinery - Industrial and Marine  
Hardware - Ferrous and  
Non-Ferrous Metals  
634 TOWNSEND STREET  
Telephone MArket 1-7346  
Carl R. Lipp San Francisco

### Crystal Wine & Liquors

4310 CALIFORNIA STREET  
San Francisco 18, California  
Free Delivery SKYline 1-3233

### DOLPH'S TAVERN

1200 Potrero Street  
San Francisco, California  
MIssion 7-1197

## GENERAL Woodworking Co.

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Designers and Builders  
Store - Restaurant - Bar  
Office Fixtures

**643 McAllister Street**  
San Francisco 2, California  
Telephone WAlnut 1-6909

Open 8:00 a.m. to 8:00 p.m.

## ECONOWASH Self Service Laundry

**1835 Divisadero**  
San Francisco  
Telephone JOrdan 7-5319

## ROYAL SUPPLY CO.

Glassware and Equipment  
for  
BARS - FOUNTAINS  
RESTAURANTS

**425 Hayes Street**  
San Francisco  
MArket 1-4724

## H. Barber & Son

HOME BUILDERS

**280 Justin Drive**  
San Francisco 12, California  
JUUniper 4-8341  
Harold C. Barber

## LUCKY LUNCH

QUALITY LUNCHEES  
and  
FOUNTAIN SERVICE  
Reasonable Prices

**2584 Mission Street**  
San Francisco  
MIssion 8-9863

## E. N. AYER

(Continued from page 6)

a responsibility in seeing that certain minimum standards of housing are essential to the healthy life of a democracy.

"No one questions the public school. Certainly a Democracy can not function and flourish in a field of ignorance. We have fire departments because we believe fires are dangerous and uneconomic.

"Most of us believe in universal military training because we believe that if a man is to enjoy the privileges of living in a democracy he should be willing to defend it.

"Many thoughtful citizens realize that slums are not conducive to good citizenship; that slums are an economic liability to the community; that crime, disease, and juvenile delinquency are always more prevalent in such areas of our metropolitan centers. Certainly, slums provide a good breeding place for the bacteria of such subversive activities as Communism.

### 1937 ACT PASSED

"When the 1937 Act was passed I considered it a noble experiment, and I still consider it as such. All of the objective of those who drew up that legislation have not been achieved, but we are working on an age-old problem and progress must necessarily be slow.

"It was the intention under this Act that public housing would replace slum dwellings; that for every unit of low-income housing built, a corresponding slum dwelling would be demolished. This hasn't been followed out.

"Sometimes it was impossible, either because of neighborhood opposition or because of a housing shortage. Sometimes the course of least resistance was to build on a perimeter location where there would be no opposition.

"As an exponent of the principle of private enterprise, I would like to see private enterprise do all housing construction and operation. But I recognize that the large slum sections of our cities everywhere is a mute admission that there is a line beyond which private capital will not venture. No one but philanthropic individuals or foundations and the government will venture capital in fields of no return.

### PROUD OF PROGRAM

"As long as public housing stays in that field—the field that the 1937 Act was enacted to cover—I am for public housing.

"But there is more to it than that. I am for public housing under vigilant control to protect it against Communistic infiltration."

That is the way Ayer might sum up his philosophy—the philosophy of a landlord who is a defender of public housing.

During his years as a member of the Authority, its activity has been divided into two major phases. The first was the construction of permanent housing projects to be inhabited by individuals in the low income bracket. The second was emergency war housing, undertaken to provide living quarters for workers and their families who were brought into the city to man war expanded industries needed for prosecution of the Middle War.

### STAND ON HOUSING

Ayer is particularly proud of the success of the war emergency program. The construction was undertaken in the vicinity of Hunter's Point Naval Yard, one of the largest in the world. It is coming back to life and may have a payroll of 18,000 by mid-year.

The Authority built 6,313 units of temporary housing. In addition 1,134 temporary units were constructed after the victory, for returning veterans.

Almost all of the temporary structures still are in use. Ayer never was convinced that the state of world affairs following V-J Day signified more than an armistice between contending world powers. Consequently, the Housing Authority spent almost \$1,000,000 to rehabilitate the housing—and now is able to provide housing for the constantly increasing Navy Yard personnel.

The Authority also undertook expansion of its permanent structures. The original projects were Holly Courts, Potrero Terrace, Sunnydale, Valencia Gardens, and Westside Courts. New projects include the Chinatown unit which will be for Chinese and Chinese-Americans.

### OFFICIAL STATEMENT

An official statement of the Authority describes these permanent dwellings as the means of providing a "new way of life" for members of low-income families.

They are a "neighborhood of garden homes with light and sunshine in place of the squalor and ugliness of blighted areas," the report says. It adds:

"Contrary to the expressed belief of the opponents of public housing, the tenants of this new low-rent public housing give a good account of themselves. During the trying war years police records show that the public housing units had the lowest records in the city from the standpoint of crime and juvenile delinquency.

"The Housing Authority began to notice another phenomena. Public housing is not perpetuating a class of tenants whose rent would be paid in part out of the public treasury. Instead, the tenants were moving in due time to more adequate rental homes provided by

(Continued on next page)

WHEN YOU MOVE . . .  
OR STORE YOUR  
HOUSEHOLD GOODS

## CITY TRANSFER & STORAGE COMPANY

Use the same experienced, careful men who move the Symphony and Opera.

Members . . . Allied Van Lines  
430 Main St., S.F. YUkon 2-6000

## JAMES A. MAGEE

Higgins-Magee Printing Ink  
and Chemical Corp.

**1219 Park Avenue**  
EMERYVILLE, CALIF.

OLympic 3-3713

## TAXES?

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TAX CONSULTANT

1934 - 38th AVE. KE. 2-7519  
Oakland 1, California

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220 DAVIS STREET  
LOckhaven 2-0631

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**Public Accountant**  
**Tax Expert**

**369 PINE STREET**  
SAN FRANCISCO  
DOuglas 2-6947

Cast Iron Soil Pipe  
Plumbing Supplies  
Cast Iron Fittings

## KAMCO

**Kaler and Maffe Co.**

**2126 Folsom Street**  
San Francisco 10, California  
KLondike 2-3144



Phone Market 1-3063



815 BRYANT ST. San Francisco 3, Calif.

Stephen P. Erlach, M.D.

HOURS: 2 to 4; Saturday 12 to 1; and by Appointment

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Phones: HE. 1-7444 Res. OV. 1-0787

REED W. ROBINSON

Golden Nugget Sweets Ltd.

LOOK BIG HUNK

5¢ Candy Bars

1975 MARKET STREET SAN FRANCISCO

Foster & Futernick Co.

Library Bookbinders - "We Know How"

444 BRYANT STREET, SAN FRANCISCO

The Huntington Hotel

THE ZEBRA ROOM . . . FOR COCKTAILS

THE REGENCY ROOM . . . FOR SOCIAL FUNCTIONS

1075 CALIFORNIA STREET

— Telephone —

GRaystone 4-5400

SERVICE Gold Stamping Co.

Gold and Color Lettering - Handcrafted Travel Tags

Personalized Party Paks

767 Market Street San Francisco 3, Calif.

Telephone DOUglas 2-8456

CARGILL, Incorporated

Processors of Coconut Oils

1301 ARMY STREET

ATwater 2-9880 San Francisco 24, Calif.

E. N. AYER

(Continued from page 24)

private industry or making a down payment on a home of their own."

Ayer believes a good percentage of the residents of the housing projects are given their first taste of decent housing when they move into the projects. This inspires a desire for a better home. The low rental charges assessed for the quarters enable them to save a sufficient sum for a down payment on a home of their own.

"The result is the housing projects are making customers for the private real estate industry," he says.

There is a more tangible and direct dividend to the City of San Francisco from the operations of the Housing Authority. It is money in the city treasury.

Although the Authority officially is tax exempt, it does pay the city treasury a sum each year for police and fire protection, streets, sewers and similar services. Already this payment "in lieu of taxes" has totaled more than \$2,700,000.

"This amounts to five times more than this same property would have paid if it had remained in the condition it was prior to being developed as public low-rent housing," according to an Authority statement.

There is still another dividend, according to the Authority.

"But public housing pays in many forms other than the payment of funds in lieu of taxes," the report comments. "A study made of one blighted area in San

Francisco disclosed that the city paid out in the cost of fire, police and health protection a total of \$712,027 annually or \$373,295 more than this property yielded in taxes in one year."

Construction and operation of the Housing Authority projects reversed this spending routine—the income was increased substantially and the cost of services was reduced.

There still is another dividend from the experiment in housing.

Construction of six planned projects, including 3,000 dwelling units, will cost more than \$41,000,000. Of this total, about 75 per cent will go to labor in the form of wages and other compensation. Building tradesmen were given 4,034,671 hours of work in construction of the permanent projects and 7,362,817 hours in building the temporary housing units.

In reviewing its accomplishments, the Housing Authority has concluded:

"If we are going to make this free system of ours work, we must demand something better in life than this (slums) for all of our people. We must all help intelligently developing a consciousness of the public's social responsibility.

"Only then can we feel that our democracy is safe from those who seek to destroy it; forces that feed on the evils of poverty and its slum way of life."

Ayer would subscribe to that theory. He believes in intelligent capitalism—and democracy—sufficiently to work for its preservation.

STANDARD STAPLE CO.

Exclusive distributors DUO-FAST - KING - CALWIRE

46 Davis St. - Yukon 5-1053 - San Francisco 11

EXCLUSIVE SHIRT LAUNDRY

1722 TARAVAL STREET SAN FRANCISCO 16, CALIFORNIA

Telephone SEabright 1-0963

International Brotherhood of Electrical Workers

Local 1245

450 Harrison Street Sutter 1-0082

ROOM 210 SAN FRANCISCO, CALIFORNIA

California Welding and Equipment Co.

432 BRYANT STREET

PHONE DOUGLAS 2-7377 SAN FRANCISCO 7, CALIFORNIA

COMPLETE CLUTCH SERVICE

ARROW TRANSMISSION REBUILDERS

1360 EDDY STREET WEst 1-3322

TRAVIS DEWBERRY SAN FRANCISCO, CALIFORNIA

Art Cadjew

Bob Pilant

## Noe Valley

### Body and Fender Shop

BODY AND FENDER  
REPAIRS - PAINTING - ETC.

3774 - 24th Street

San Francisco 14, California  
Telephone Mlssion 7-4511

Telephone ORdway 3-7642

## Hotel DWAINÉ

The Friendly Family Hotel

242

TURK STREET

San Francisco 2, California

## HERTZ

### Shoe Clinic

334

SUTTER STREET

San Francisco

## John Deere Plow Company

Agricultural Implements  
and Tractors

651

BRANNAN STREET

San Francisco, California

## Frederick MEISWINKEL

Contracting Plasterer  
Plain and Ornamental

— Telephones —

Jordan 7-4694 - 7-7587

2155 Turk Street

San Francisco 15, California

## WHIT HENRY

(Continued from page 3)

then the Doc should say, "Take the magazine home with you." That will do more for a speedy recovery than any pill the doctors can prescribe, and it will not lead to the frustrations that many people get from not learning the identity of the mystery killer about whom they were reading when the nurse said, "The doctor will see you now."

\* \* \*

THERE ARE approximately 20 million dogs in America and 111 different breeds. Yet the fact remains that all dogs are domesticated wolves — even the little Pekenese. After dogs were domesticated, that is, the wolf fire was removed, dogs were bred for specific desired traits. Terriers were selected for their alertness of ear and eye, while hounds were selected for their ability to stalk prey by scent. Today the great majority of dogs are cherished primarily for companionship. The most popular dog in America today is the cocker spaniel, which is a house pet in which has been

bred a fondness for children. In third place is the collie, and this is due to the popularity of a movie dog called Lassie. And Lassie is a "He" dog!

\* \* \*

SAID the Reverend Henry Ward Beecher  
To a hen: "You're a wonderful creature"

And the hen, just for that

Laid an egg in his hat

And so thus did the hen reward Beecher.

\* \* \*

HERE IS A RECIPE that has been highly recommended to me. At present I am on a diet but in the near future I will try it. I pass it on to you.

### Brewer's Shrimp on Toast

Rinse one pound of jumbo shrimp in cold running water. Drain and place them in a large sauce pan and cover generously with light beer. Add 2 cloves, 1 onion, thinly sliced, 1 clove of garlic, 1 teaspoon peppercorns, 1 tablespoon salt and a banquet garni composed of 12 sprigs of parsley, 2 sprigs of thyme and 2 bay leaves.

Bring to a boil and simmer gently for 5 minutes. Cool the shrimp

in the beer broth, shell them and remove the dark vein down the back.

Place the shrimp in a sauce pan containing  $\frac{1}{2}$  cup melted butter and  $\frac{1}{2}$  teaspoon anchovy paste and saute them for 2 minutes. Pour in 1 cup heated heavy cream and shake the sauce pan to coat each shrimp. Pile the shrimp on six slices of golden-brown toast, arrange two slices of broiled bacon on top, and sprinkle with a little finely chopped parsley.

## Bay Area Home Building Breaks all 1950 Records

HOME BUILDERS in the Bay Area shattered all previous records during 1950 as 40,696 new residential permits were issued. This all-time high for new housing surpassed the long-standing peak of 1923 and exceeded 1949 by 15,000 units, the Bay Area Council announced in a recent study.

A definite up-swing in residential building started in the fall of 1949 and continued until May 1950 when 4,537 new units were authorized, according to the records of the U. S. Bureau of Labor Statistics, upon which the Council study was based. Again in both June and July 1950 more than four thousand permits for homes were recorded and the unprecedented activity continued through the fall as 3,854 residences were authorized in August, 3,261 in September and 3,982 in October.

San Mateo, Santa Clara and Alameda counties were chosen as the sites for approximately two out of every three authorized residential building permits in the Bay Area during 1950. Santa Clara led all nine bay counties with 9,241 permits authorized, while San Mateo recorded 8,591 and Alameda 8,031. The number of home permits issued in the other counties for 1950 totaled as follows: Contra Costa, 7,676; San Francisco, 3,548; Marin, 2,127; Solano, 690; Sonoma, 574; Napa, 218. Public housing accounted for relatively a small proportion of this home building and 85 per cent of all homes authorized were one-family homes.

A further analysis of 1950 Bay Area housing reveals that where as the greater share of permits were issued in San Mateo, Santa Clara and Alameda counties, the largest gains over 1949 levels were recorded in Contra Costa, Marin and Sonoma counties. For every two permits issued for a home in these latter counties during 1950 only one had been authorized in 1949. All other Bay counties showed percentage increases except San Francisco, where residential building declined 13 per cent from 1949, because the Lake Merced apartment development of 1,683 units distorted the building permit figure, of that year.

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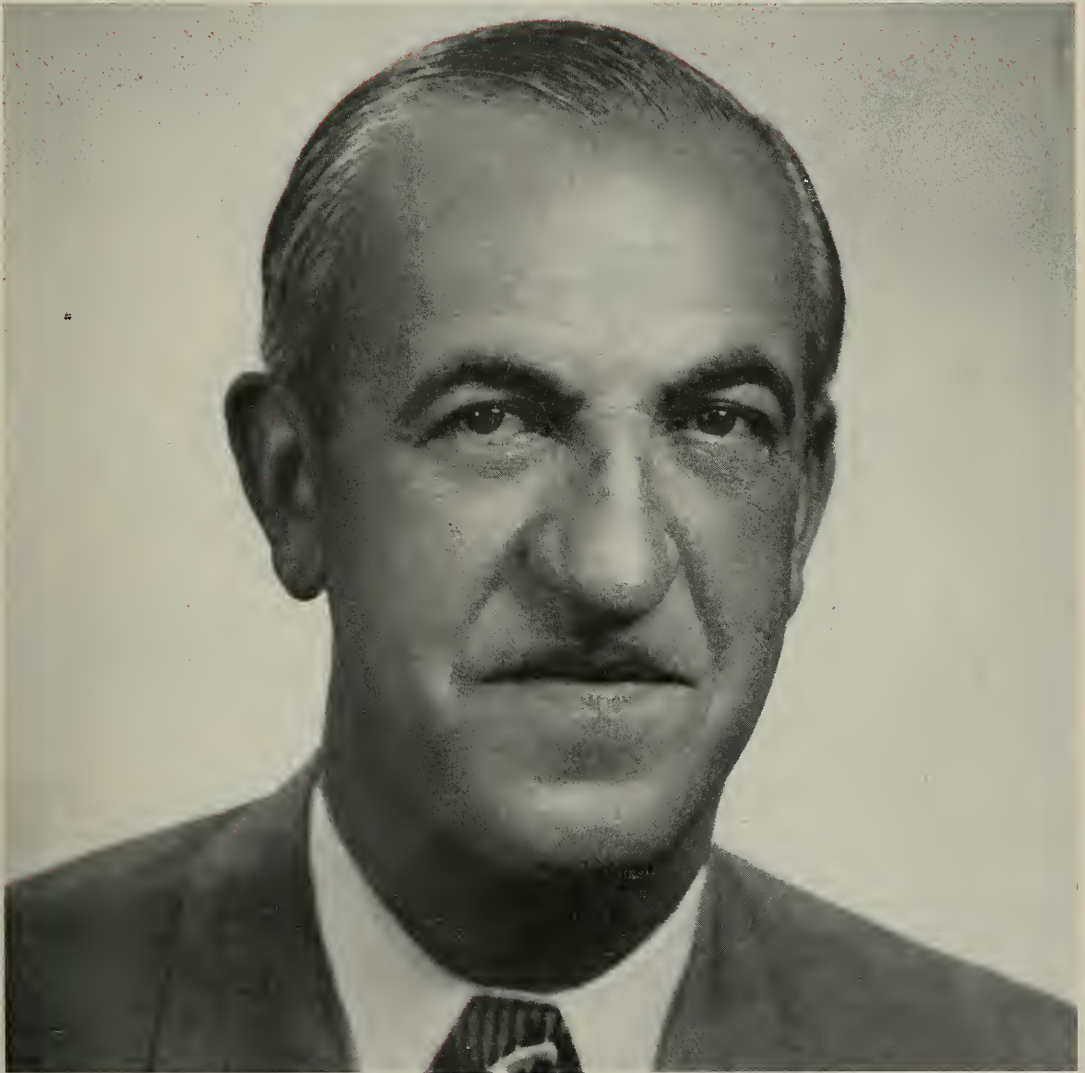
# CITY-COUNTY RECORD

JUNE - JULY, 1951  
Vol. 18—Nos. 6 & 7

SUBSCRIPTION  
\$5.00 Per Year

SAN FRANCISCO AND THE BAY AREA

THE MAGAZINE OF GOOD GOVERNMENT



**DANIEL F. DEL CARLO, Secretary-Treasurer  
San Francisco Building Trades Council**

(See story on Page 5)

"I have worked with many P. G. and E. customers for years. In that time I know their household rates have come down to where they're actually less today than in 1940. In the same period their use of gas and electricity has about doubled."

—H. B. Coleman, Salinas,  
P. G. and E. Meter Reader



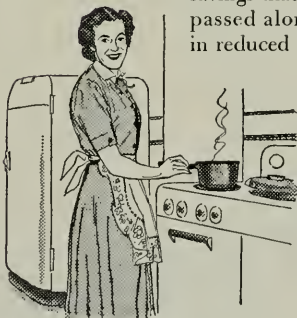
## "Most everything costs more except gas and electricity...and they cost less than in 1940!"

Most everything else is up but P. G. and E. rates—which are actually lower than in 1940. Why is this possible? First, if you're an average customer, you are using nearly twice as much gas and electricity as 10 years ago. And quantity use cuts unit delivery costs. Second, alert employees and careful management work together every day to do their job better, to improve efficiency. The savings that result are passed along to you in reduced rates.

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—Walter R. Tavernetti,  
Monterey County  
Assessor



"My family's use of electricity has increased tremendously in the last 10 years. We've added several appliances, improved our lighting, bought a larger refrigerator and gas heater. Yet, our monthly gas and electric bill is no more than the price of a good roast for the family."

—Mrs. George Sargenti,  
Housewife, Salinas





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RESOURCES

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United States Government Obligations . . . .	1,455,084,312.96
State, County, and Municipal Bonds . . . .	430,643,137.48
Other Bonds and Securities . . . . .	297,696,375.21
Loans and Discounts . . . . .	3,399,059,010.22
Bank Premises, Fixtures, etc. . . . .	51,324,528.59
Customers' Liability on Letters of Credit, etc. .	192,693,724.12
Accrued Interest and Other Resources . . . .	36,595,787.53

TOTAL RESOURCES . . \$7,021,544,397.67

LIABILITIES

Capital . . . . .	\$150,000,000.00
Surplus . . . . .	166,000,000.00
Undivided Profits and Reserves . . . . .	97,100,966.78
TOTAL CAPITAL FUNDS . . . . .	\$413,100,966.78
Reserve for Possible Loan Losses . . . . .	40,527,353.65
Deposits { Demand . . . \$3,399,422,772.68 } . . . .	6,316,331,730.09
{ Savings and Time . . 2,916,908,957.41 }	
Liability for Letters of Credit, etc. . . . .	199,390,062.72
Reserve for Interest, Taxes, etc. . . . .	52,194,284.43

TOTAL LIABILITIES . . \$7,021,544,397.67

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VOL. 18 — Nos. 6 and 7

JUNE - JULY, 1951

Around and About

By WHIT HENRY

THIS IS THE TIME of the year when most automobile owners are pouring over road maps and making plans for week-end trips in the country and longer trips when vacations roll around. All well-travelled Californians should plan on touring in the mother lode country through the counties of Mariposa, Tuolumne, Calaveras, Amador, El Dorado, and Placer.

The Mother Lode itself is a gold-bearing quartz vein, often referred to as a "source vein" originating deep within the earth and outcropping in the Mother Lode country. From this gold bearing "source vein" had come the alluvial or placer gold which the first miners in 1848-49 discovered and panned from the creek beds, streams and gulches. The later discovery of this, the Mother Lode vein, sent miners under ground, in some places over 6,000 feet, in search of gold.

POPULAR HIGHWAY

Highway 49, popularly known as the "Mother Lode Highway, begins at the eastern edge of Mariposa, taking off from a point where the much travelled road from Merced to Yosemite Valley leaves this, the southernmost of the old gold mining towns. It winds northward across rolling uplands deeply intersected by canyons of swift flowing rivers, onward through dozens of busy small cities and villages and not so busy ghost mining towns, following closely the freight wagon roads of yesteryear that first linked together these gold mining camps. It is the North and South artery of the foothill gold belt—the Mother Lode Country, passing through six counties until it reaches the city of Auburn. Highway 49 is truly a road of leisure

travel with each curve bringing forth new adventures and delights.  
(Continued on Page Twenty-four)

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## S. F. Traffic Conference

### Reversible I-Way Streets, Bigger Fines Considered

PROPOSALS ranging from a double and redouble system of fines to reversible one-way streets, were given thorough discussion at the fourth San Francisco Traffic Conference held July 10.

The conference was attended by traffic committees of the Chamber of Commerce, Downtown Association and Central Council of Civic Clubs and police department officials and city executives.

Principal points made at the conference were:

1. Captain Jack Eker, director of traffic of the Police Department, said 60 additional men were needed in his bureau for top efficiency enforcement of traffic ordinances. Eker said his men are now handling out an average of 60,000 traffic tags a month.

2. Supervisor Marvin Lewis called for reversible one-way streets. For example, Bush Street, a one-way street going east at the present time, would be changed to west for the peak afternoon rush period.

3. Torres Weir, San Francisco parking lot operator, called for a double and redouble system of assessing traffic fines. For instance, a person would pay \$1.00 for a first offense, \$2.00 for the second, \$4.00 for the third, \$8.00 for the fourth, and so on. This, he said, would discourage illegal parking. Captain Eker declared such an ordinance would be hard to enforce.

#### SIX POINTS

Generally, the conference discussed six points which might lead to an alleviation of San Francisco's congested traffic situation.

These points were: (1) Strict enforcement of all traffic ordinances. (2) Increase in fines for double parking, illegal loading zone and bus zone parking. (3) Continued strict enforcement of present tow-away streets and a survey to see if more tow-away streets should be added. (4) A survey to determine the feasibility of enforcing no left turns in the downtown area. (5) Strict enforcement of no-parking streets in the downtown area. (6) Complete review of all private cars operating under commercial licenses.

Police Commissioner Warnock Walsh said the public has accepted the towaway system. He said where 90 cars were being towed away per day when the system was instituted, that figure has now dropped to 35 per day.

#### NO LEFT TURNS

Joe Diviny, head of the Teamsters Union locally, said he felt enforcement of no left turns during peak hours was a good thing. But he felt a study should be made before making the practice an all-day one.

Supervisor Dan Gallagher said a policy declaration will be before the voters this fall, giving the city's judges the option of setting maximum traffic fines.



MARVIN E. LEWIS  
San Francisco Supervisor

Municipal Judge Carl Allen said he felt fines for double parking and loading zones and bus zone parking should be increased. But he didn't think the buck should be passed to the judges on the matter.

#### TRAFFICWAY PLAN

In a separate action, Wheelock Bingham, president of the Downtown Association, sent a letter to Planning Commission President Ernest Torregano calling for speedy approval of the comprehensive Trafficway Plan.

"The seriousness of our traffic problem is common knowledge and it is generally conceded that both steps, such as the adoption of a Trafficway Plan, rather than half measures of palliatives, are necessary for a real solution on a long range basis," Bingham wrote.

The Trafficway Plan is a plan for developing freeways, thoroughfares, expressways, and parkway in San Francisco.

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# DANIEL F. DEL CARLO

## Secretary-Treasurer

### San Francisco Building Trades Council

By WILLIAM FLYNN  
Special Writer — The Record

**D**ANIEL F. DEL CARLO, secretary-treasurer of the San Francisco Building Trades Council, is a labor leader who wants to make the capitalistic system work.

Moreover, he is willing to work to make the system work. He believes that labor is a full partner with management under the capitalistic system and destruction of one means the ruin of the other.

But he also believes that labor's inherent partnership in private enterprise gives it a right to some of the benefits of capitalism — a fairer share of the dividends that the system declares. This, he believes, should be paid in the form of better wages, hours, and working conditions.

A tall, rugged individual who has a wealth of practical and first hand knowledge of labor's problems, because he lived through some of the most serious ones that would have corroded the character of a less strong man, Del Carlo is one of the most efficient labor leaders in the west and one of the most colorful individuals of San Francisco.

#### NO BOASTER

He does not boast of his achievements. He has that type of confidence that accepts them with more than a fair degree of modesty. He does not expect to be given something for nothing. He has fought or practically everything he has achieved for himself and for the men he has represented for more than a score of years. He knows he has done a good job.

He has no ambition for great wealth because, in his objective estimate of his own character and abilities, he has concluded that wealth might mean his ruin. He also is of the firm opinion that hoarded wealth is a sterile possession that does no one good.

#### RARE INDIVIDUAL

Del Carlo is one of those rare individuals who has sorted out the problems of his life and measured its abilities. He has changed those things that could be changed. He accepts gracefully and without reservation those things he cannot change. He has measured his ability again his ambition and formed an integrated pattern of

life that gives him satisfaction and contentment.

But that does not mean that he can be pushed around because he is a champion gone soft from years of easy living. He is just as tough today as he was when he was a youth bumming around the nation and being pushed around merely because he was guilty of the crime of being poor. And today he is a lot smarter — quite an effective combination.

Daniel F. Del Carlo not only is a force in San Francisco's dynamic labor picture but he is one of the men of the city who calls the turn for politicians who seek to represent the people.

#### ASSUMED JOBS

Because of the necessity of a labor leader being active in politics, he has assumed jobs of some importance through political appointment. But, consideration of the jobs and his performance, indicates that he accepted them not for the benefit they might bring him but because they were an opportunity for him to continue his fight to make labor a full partner of management in the joint effort to maintain the capitalistic system.

This San Francisco labor leader was born at Nineteenth and Valencia Streets on May 8, 1903, the son of Victor E. Del Carlo and Mrs. Catherine Del Carlo, natives of Lucca, Italy. He is a Roman Catholic. His home is at 3445 Pierce Street, Apartment No. 304.

The terse resume of his life, which leaves much unsaid but re-

fects accomplishment and activity, is:

Attended Edison School and the State Normal School.

Went to work at the Union Iron Works as heater boy, during June, of 1917, becoming a member of the boilermakers union.

Shipped to Alaska on the Star of Chile for the Alaska Packers for the 1919 and 1920 seasons.

Worked in lumber mills and camps in Northern California, Oregon and Washington during 1920 and 1921.

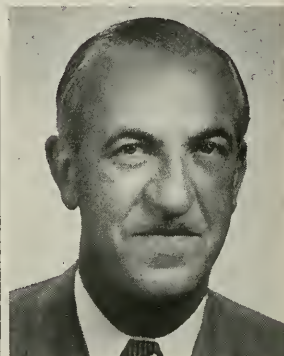
#### MACHINE MINER

He worked as a machine miner on the Priest Tunnel of the Hetch Hetchy Project during 1922.

He travelled throughout thirty-eight states during 1922 and 1923, working as a dishwasher, mucker, truck driver, farm hand, and became an apprentice glazier for Type Brothers Glass Company after returning to San Francisco, finishing his apprenticeship in 1924.

He married Amelia Hofmeister, daughter of Contractor H. C. Hofmeister on May 16, 1925, at Redwood City. Of the union, three sons were born, Victor James Del Carlo, Anthony V. Del Carlo, and John L. Del Carlo.

During 1927 and 1929 he worked for the W. P. Fuller Company in Sacramento. From 1929 to 1932 he



DANIEL F. DEL CARLO

worked for the Alpine Glass Company at Reno, Nevada.

He was elected secretary of the Reno Building and Construction Trades Council during June of 1932, a part time job. He also served as vice president of the painters union at Reno.

#### BUSINESS AGENT

He returned to San Francisco during October of 1932 and was appointed business representative of the Glaziers Union, Local No. 718.

He served as a member of the General Strike Committee of 1934.

In 1942 he was elected business representative of the Building Trades Council. Later, during the

(Continued on Next Page)



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## DANIEL F. DEL CARLO

(Continued from Page Five)

same year, he was elected secretary-treasurer of the Council.

He was elected president of the iDistrict Council of Painters in 1938 and 1942.

Mayor Angelo Joseph Rossi appointed him a member of the Fair Rent Committee in 1940.

By appointment of President Franklin Delano Roosevelt, he served as a member of Selective Service Board No. 87 from 1940 to 1945.

He served as a member of the Democratic County Committee in 1940 and 1942; and the Democratic State Central Committee, attending the national Democratic conventions in 1944 and 1948.

### ROOSEVELT APPOINTEE

By appointment of President Roosevelt, he served as a member of the War Manpower Commission for Region Ten and by appointment of President Harry S. Truman, he was a member of the Tripartite Regional War Labor Board; and also by presidential appointment he served as labor member of the District Construction Review Commission.

The San Francisco Board of Supervisors elected him a director of the Golden Gate Bridge and Highway District in 1942 and he was re-elected for his fourth term during December of 1950. He served as president of the District during 1946- and 1948.

Mayor Roger Dearborn Lapham appointed him a member of the San Francisco Public Utilities Commission for a four year term in 1944.

He went back into the Selective Service business last year by appointment of Governor Earl Warren, serving as a member of Appeal Board No. One.

### CAMPAIGN ADVISOR

His activities as a political campaign adviser and master-mind have benefited Assemblyman Edward M. Gaffney five times, Supervisor Dewey Mead four times; and he also served as Chairman of the Labor Committee which worked successfully for the election of Edmund G. (Pat) Brown as District Attorney of San Francisco and Attorney General of California.

Somehow he found time to become a member of the International Footprinters Association, the Elks, and the Eagles.

Del Carlo is a tall, spare, black-haired individual with a lean, high-cheek boned face. His glance is slightly sardonic most of the time but that is probably the result of an ideal being battered continually but never successfully by cynicism.

For he is a man of ideals—which is something entirely different than a man of good will. He symbolizes the attitude of those who have admitted once or twice they may be wrong but still have to admit they could have been in doubt.

### COLORFUL LEADERS

In its time San Francisco has produced one or two colorful labor leaders. About the turn of the century there was Mike Casey of the Teamsters. His achievement now are practically forgotten — although the teamsters are very much in evidence.

But history records some of the methods of the teamsters about a half century ago that would make the most modern violent and militant tactics of current unions look something like the activity of an afternoon tea sponsored by the Junior League.

### HARRY BRIDGES

The San Francisco labor leader who has achieved the greatest recognition of the present era is Harry Bridges of the Longshoremen. His accomplishments in the terms of better wages, hours and working conditions for all working men and women of San Francisco has been great. Yet, at the moment, he is in considerable dispute as the courts consider his appeal from a conviction that branded him a Communist.

Less well known but probably more skillful and discriminating in conduct of union business is Del Carlo. In many respects the two men, the waterfront labor leader who is plagued with political action, and the official of the building trades who concentrates on union problems, have much in common. They both believe that the working man deserves a better share of the earnings of the capitalistic system in the way of social benefits. But there their philosophies divide.

### CAN ACHIEVE

Bridges believes these conditions may be achieved only with a club; and possibly by a change in the system—or so it appears to one who does not profess to be a master of all the twists and turns of reasoning that are employed for a professional assessment of what makes a labor leader tick.

Del Carlo, on the other hand, keeps his club in the background while he tries to win his points with arguments, persuasion, and reasoning. He finds he seldom needs advise the union to come out swinging.

The philosophy of this building (Continued on Page Twentyfive)

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# Walter E. Eggert New Head Oakland Chamber of Commerce

**E**LECTION OF WALTER L. EGGERT as President of the Oakland Chamber of Commerce for 1951-52 has been announced following the civic organization's annual election of officers.

Eggert, Vice President and General Manager of Pacific Division of Moore Business Forms, Inc., for the 11 Western states, Hawaii and Alaska, succeeds William H. Park who headed the Oakland Chamber during the 1949-50-51 terms.

Vice President of the Oakland Chamber since December 3, 1947, Eggert has long been active in civic affairs and in welfare work in metropolitan Oakland. He is

the Oakland Chamber were: Vice Presidents, general manager of the H. C. Capwell Company; Kendrick Morrish, vice president, American Trust Company; Peter Howard, plant superintendent, Howard Terminal. Treasurer, George M. Kef-



WALTER L. EGGERT  
President, Oakland Chamber of Commerce

Vice President of the Oakland Chapter of the American Red Cross, Vice President of Children's Foster Care Service, director of the Oakland Community Chest and past president of the Oakland Kiwanis Club, and the Controllers Institute of America, San Francisco Control and Past National Director of the Controllers Institute of America.

Other new officers elected by

fer, vice president and general manager, Anglo California National Bank, and members of Executive Committee, Howard Ainsworth and J. R. Knowland, Jr.

Prior to the election, the following new directors were officially seated: Robert M. Douglas, district manager, Standard Oil Company of California; George E. Jacopetti, Jacopetti Insurance; Edgar B. Jessup, president and general man-



WILLIAM H. PARK

Div. Mgr., Pac. Gas & Electric Co. Retiring President of Oakland Chamber of Commerce after serving during 1949-50-51 terms, with marked success

ager, Marchant Calculating Machine Company; Harry R. Lange, vice president and treasurer, Cutter Laboratories; A. J. McCosker, A. J. McCosker Company; Edwin L. Oliver, Jr., vice president and manager, Oliver United Filters, Inc., Frank W. Teasdel, president, Key System Transit Lines; Elmer P. Zollner, E. P. Zollner & Company.

Other highlights of the meeting, held at the Athens Club, were the presentation of a memento to retiring President Park in appreciation of his outstanding service to the Chamber and the community, and of service scrolls to retiring directors, Harold Boggs, Fred Cutter, P. A. Hoyt, Lester M. Grant, Joseph S. Kirby, Jr., Thomas Meyer, J. Felton Turner and William D. Wood.

## WARN OF EAST BAY HILLS FIRE PERIL

The East Bay's water supply is imperiled by one of the worst fire hazards in recent years in the East Bay hills, John W. McFarland, general manager of the East Bay Municipal Utility District, said last week.

He urged the public to keep off the district's extensive property holdings in the hills, explaining that a serious fire in the neighborhood of reservoirs could cut off much of the water supply to Oakland and surrounding communities.

The fire hazard was blamed on last winter's heavy rains, which brought forth a bumper crop of grass.

## New San Pablo Mayor

Election of Palmer S. Myhre as the new mayor of San Pablo was announced after a recent reorganization meeting of the city council. He succeeds William H. Olson.

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We must make the world honest before we can honestly say to our children that honesty is the best policy. — George Bernard Shaw

## Water Supply Increased

### San Joaquin Pipe Line No. 2 And Bay Division for 1951 Operation

**B**EFORE 1951 IS OVER, another major step in the gradual development of the Hetch Hetchy Project will be completed, thus assuring San Francisco and many other communities rimming the bay an ample water supply for ten or more years to come.

San Francisco is in the enviable position of having an abundant mountain water source in the Tuolumne River watershed, most of which is in Yosemite National Park. Under the Raker Act, passed by Congress in 1913, San Francisco is permitted to impound and divert the flood waters which come down each spring from the mountains of the watershed, as well as take advantage of the snowpack which melts gradually through the spring and early summer.

Reliable estimates indicate that San Francisco ultimately can count upon a daily yield of 400 million gallons from this source. This would be sufficient to serve around four million people.

Since obtaining these rights from the federal government, the City has embarked upon the gradual development of this water source through what is known as

two of the tunnels which had to be bored through mountains of solid granite were made large enough to carry the maximum potential yield of the watershed because it was economical to do this job all at once. Another tunnel, the Coast Range tunnel, was made to carry 200 million gallons daily or half the maximum yield, with provisions for a parallel tunnel which can someday be built. In between



**NEW AND OLD** — Here Bay Division Pipeline No. 3 swings in beside the two existing lines, Bay Division Pipelines No. 1 and No. 2, both of which cross San Francisco Bay while No. 3 goes around south end.

the Hetch Hetchy Project. The problem was to bring the water some 170 miles to the terminal reservoirs on the San Francisco Peninsula, yet not to spend money needlessly by bringing too much water before it was needed. Thus a policy of gradual development of the project was adopted, starting with the first aqueduct which was completed in 1934. In October of that year, the first mountain water came to the Peninsula reservoirs.

The original aqueduct was constructed so that it could be enlarged without too much effort or expenditure of funds. For example,

these various tunnels, there are pipelines, and they were only built large enough to meet the demands of the immediate future. Hence, when water consumption increased greatly between 1934 and 1945, it became obvious that additional pipeline capacity would have to be built into the aqueduct.

One of these bottlenecks was the single pipeline across the San Joaquin Valley which carries about 60 million gallons of water every day. Another bottleneck was the capacity in the two pipelines which cross San Francisco Bay. While they can carry 112 million gallons



**LAYING PIPE IN (top)** — Huge cranes lift the huge pipes and gently lay them into position. Like the guideline seen in the bottom of the trench the straight sections of the pipeline are straight as a string.

**CONNECTING UP (above)** — Here the pipes are welded together to form solid connection that is as strong as the pipe itself.

daily, they must have greater capacity than the San Joaquin Valley line because they pick up the water from sources in Alameda County west of the San Joaquin Valley.

The Public Utilities Commission

of San Francisco proposed in 19 that these two bottlenecks broken by building a second S. Joaquin Valley pipeline and a third Bay Division Line, each capable of carrying around 80 million gallons of water daily.

(Continued on Next Page)





**PREPARATION (above, left)** — First come the giant machines that gouge out nine-foot-deep cut in the earth to make the bed in which the six-foot pipe of the Bay Division Pipeline will lie.

**DRAINAGE (above, right)** — At this section of the cut, ground water was encountered, so a unique method of a small trench within a trench was devised, with the smaller one filled with gravel so that the water would drain from bell hole to bell hole from whence it could be pumped out.

is per day. Since each of these lines would cost around \$12,500,000, a bond in the amount of \$25,000,000 was submitted to the San Francisco electorate in 1947. It received the necessary two thirds

majority vote of approval and, immediately, the wheels of the Public Utilities Commission and the municipal government of San Francisco began to turn. Because of shortage of steel necessary for such a big job, it was not possible

to begin actual physical work until the summer of 1948 when the trenching machine started cutting a gorge nine feet deep across the hot floor of the valley.

This pipeline of an inside diameter averaging 60 inches was built in four sections. In the summer of 1950, the first three sections were laid and put into use. The finished part of San Joaquin Valley Pipeline No. 2 was tied in with the paralleling pipeline No. 1 so that, although not yet completed, the newer pipeline was able to increase the overall capacity of the two lines together by 20 million gallons per day. By December of this year, however, the entire 47 miles of San Joaquin No. 2 will be complete and in service, thus giving the city a total capacity of 140 million gallons of water per day across the valley — 60 in No. 1 and 80 in No. 2.

In building Bay Division Pipeline No. 3 it was decided that, instead of crossing the bay at Dumbarton Straits as do the other two Bay Division lines, the new line should go around the southerly end of the bay. This was determined upon for two reasons. In the event of a marine disturbance, all the lines would not be broken or dam-

aged, and many of the future customers of the San Francisco Water Department will be in vicinity of the south end of the bay. Consequently, when Bay Division Pipeline goes into service in the fall, it will be convenient for new customers to tap in without having to build long distributing mains. The new bay pipe is 72 inches in inside diameter and extends some 34 miles from Irvington Portal, the west end of the Coast Range Tunnel, around the bay to the mouth of the Stanford Tunnel, a short tunnel through the hills behind Stanford University.

It is not yet definite how long it will be before additional steps must be taken to increase the water supply even more, but San Francisco will, by fall, be bringing 140 million gallons every day from the mountains to the Peninsula. Yet, whenever the time does come, the water will be up there — waiting to be impounded and piped down to the ever thirsty city.

School's out—watch out! The National Safety Council asks motorists to be especially alert for children playing in residential areas and near playgrounds.

## P. G. and E. Wins National Award for Farm-Agriculture Program

**CALIFORNIA'S AGRICULTURAL SUPREMACY**, for which the state's outstanding record of rural electrification gets a great share of the credit, has won fresh acclaim nationally, N. R. Sutherland, vice president and general manager of Pacific Gas and Electric Company, revealed today.

The recognition came with the presentation to P. G. and E. of the 1950 Frank E. Watts Award of Farm Journal magazine for the nation's best program "to promote and sell the use of electrical-operated farm equipment as a means of improving agricultural productive efficiency." The presentation was made to O. R. Doerr, P. G. and E. vice president in charge of sales, at the annual sales conference of the Edison Electric Institute in Chicago last week.

P. G. and E. was first among the top contestants receiving the award. Named for Frank E. Watts, director of Farm Journal's rural electric information exchange, the awards consist of bronze plaques presented to each winning utility and cash prizes to be distributed among the employees responsible for its program. The P. G. and E. program was directed by E. G. Stahl, manager of agricultural sales.

Although the award to P. G. and E. is for 1950, the company's rural electrification program dates back to the world's first use of electricity for irrigation pumping, which the company began pioneering in the San Joaquin and Sacramento Valleys before 1900.

Today, as for many years past, the 46 counties served by Pacific Gas and Electric Company from one of the most highly electrified areas in the world. Last year, the Watts Award committee reported, P. G. and E. served electricity to 82,500 farms—98.5 percent of all farms in its territory.

The company long has had a liberal policy of making line extensions into rural territory. Last year it built 1,995 miles of distribution lines and served 3,917 new farm customers.

The company renders numerous free services to promote the use of electricity for greater and more efficient farm production. Since 1924 it has made free tests of irrigation pumping plants to aid farmers in obtaining full value for each dollar spent for equipment and power. Last year 6,750 pumping plant tests were made. Three-quarters of all the water pumped for irrigation in Northern and Central California, on which the area's agricultural wealth depends, is pumped by electric power.

Crop cost studies are published by the company periodically as a guide to farmers in controlling (Continued on Next Page)



**STATE'S FARM ELECTRIFICATION CITED** — National honor was accorded California's highly electrified agriculture when the 1950 Frank E. Watts Award of Farm Journal magazine was presented to Pacific Gas and Electric Company for the nation's outstanding program of stimulating farm productive efficiency through electricity. O. R. Doerr, left, P. G. and E. vice-president, receives the award in Chicago from Neilson M. Mathews, Farm Journal general manager.

## P. G. and E. Award

(Continued from page 9)

their costs. These studies show that electric power for pumping costs an average of only 3 percent of the total cost of crop production. An agricultural engineering service rendered by the company to farm customers includes help with wiring layouts and analysis of costs for various farm applications of electricity.

As another service P. G. and E. cooperates with the California Extension Service of the University of California College of Agriculture and the Northern California Electrical Bureau in sponsoring a 4-H Club farm and home electric awards program. Financial assistance, leader trainers, lectures and demonstrations are furnished.

The company also produces motion pictures on agricultural subjects for free showing to audiences in Northern and Central California. As a public service and to assist in carrying the Grand National Junior livestock show in San Francisco to farm audiences throughout its territory, P. G. and



JAMES B. BLACK, President  
Pacific Gas & Electric Co.

E. has produced documentary films of the last three annual shows. Its 1950 pictorial record has been shown to audiences totaling more than 300,000.

## Major Naval Defense Program Instituted for West Coast

**A**DOPTING THREE VITAL RESOLUTIONS at the regular meeting on June 18, 1951, C. C. Thomas Navy Post No. 244 of the American Legion again initiated a major naval national defense program for the West Coast. Under the leadership of Post Commander Roger C. Lacombe and Dr. Howard M. McKinley, Post National Defense chairman, a long range program will be followed with other organizations, civic as well as military, called upon to join in the fight for recognition of the defense requirements of the entire West Coast from a naval standpoint.

Dr. McKinley has been the energetic chairman of C. C. Thomas Navy Post's National Defense committee over a long period and under his leadership the Post has exerted great influence in coordinating and consolidating the local and coastwide efforts towards securing adequate naval national defense for the West Coast.

Following are the three resolutions adopted by Post No. 244:

### RESOLUTION I

#### "Pacific Coast Shipbuilding"

WHEREAS, Adequate shipbuilding plants are a vital part of the National Defense needs of the United States; and

WHEREAS, Such shipbuilding plants are essential in order to promote the material efficiency of the Navy in time of need; and

WHEREAS, The Shipbuilding facilities on the Pacific Coast have again been permitted to become obsolete for modern shipbuilding purposes so that they cannot now provide in time of national emergency for the necessary repairs, alterations and construction of our naval ships; and

WHEREAS, Such shipbuilding facilities can only be developed and maintained through the active industrial use of the same and such use can only be brought about if a portion of the ships to be built under naval and maritime programs are designated to be built on the Pacific Coast of the United States; and

WHEREAS, It is an essential part of the maintenance of adequate national defense that this be done; therefore be it

RESOLVED, By C. C. Thomas Navy Post No. 244 of the American Legion, Department of California, in regular meeting assembled this eighteenth day of June, 1951, that legislation be fostered in the United States Congress having for its purpose the requirement that not less than thirty percent and not over forty percent of the tonnage to be built under the new naval and maritime programs shall be built on the Pacific Coast; and be it further

RESOLVED, That the Department of California of the American Legion gits its support to this program; that each of the Posts of the American Legion in California be requested to support the same; that all labor organizations and other civic organizations be contacted to secure their interest

and support in this program and all such organizations be requested to communicate with their representatives in Congress for the support of this program and that they be further requested to ask like organizations in the neighboring states on the Pacific Coast to take up this program and further the enactment of such legislation by the present Congress of the United States and that all legislative bodies in such States be requested to take similar action; and that the Department of California delegates to the National Convention (1951) be instructed to urge national adoption of this resolution.

Unanimously adopted by C. C. Thomas Navy Post No. 244, the American Legion, Department of California on June 18, 1951.

Roger C. Lacombe, Commander  
Dr. Howard M. McKinley  
Chairman of National Defense

### RESOLUTION II

#### "Restoration of Fast Intercoastal Ships"

WHEREAS, The fast Intercoastal Liners (Naval Auxiliaries) which served the Atlantic and Pacific Coasts for many years were forced to abandon their service in 1939 due to the Merchant Marine Act of 1936- which deprived them of a mail subsidy; and

WHEREAS, Those liners in American waters were at all times available as Naval Auxiliaries, free from the hazards of internment, seizure, destruction, or the possibility of aiding enemy potential by being commandeered; and

WHEREAS, The Korean War for a third time emphasizes the vital necessity of an adequate Merchant Marine Fleet and trained personnel; and

WHEREAS, Trade routes vital to have a Merchant Marine adequate for National Defense needs; especially using fast liners essential to major fleet operations and

WHEREAS, The 75th Congress lacked the foresight to restore subsidy or obrogate Panama Canal tolls, predicating their decision that the major Intercoastal ships could operate without government



DR. HOWARD M. MCKINLEY  
Chairman  
National Defense Committee

aid which has now proven illogical; and

WHEREAS, The Panama Canal has lost this revenue and would not be affected if Intercoastal ships were exempted from the 1901 Treaty or the Clayton-Bulwer Treaty relate only to shipping in Foreign competition

(Continued on page 22)

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## Charlie Low, Prince of Good Fellows, Has Placed Forbidden City at Top

CHARLIE LOW'S FORBIDDEN CITY IS AN UNIQUE INSTITUTION. SO IS CHARLIE LOW!

Each lends color to the other.

Like ham and eggs, knife and fork, whiskey and soda, they long together.

Without Charlie Low the Forbidden City would lose much of its p, life and spontaneity; its very color, character and atmosphere.

To thousands of his friends, Charlie Low is the Forbidden City personified. He blends with the exotic programs; he is Em Cee but he n and often does take active part in the show itself. He is a natural tor, tops in his role, whatever it may be, constantly adding lines and rsonal comments that bring down the house. He has a faculty of nowing his varying audiences; e gets the "feel" of the house. he house is always with him. Three days before Christmas in

1938, Charlie opened the Forbidden City. Its success was almost immediate. Here he brought to

Top, left — Exotic Forbidden City which nightly proves mecca for entertainment seekers. Beautiful furnishings coupled with dainty Chinese waitresses in native dress add to pleasure of visitors. An excellent band headed by Joe Marcelino provides generous music for dancing. Right — Just a few of the hundreds of trophies won by Charlie Low. Above, left — A polo enthusiast, Charlie wields a mean stick, proven by many awards. Right — Byron Nelson, champion golfer discusses the game with Charlie, an oft-time winner himself.

fruition his ideas of a Chinese night-club. He wanted Chinese girls and entertainers but he wanted to get away from the traditional Chinese entertainment. An American himself he wanted American entertainment but by entertainers of Chinese extraction. That was his plan and the plan has worked. Not only is the Forbidden City "a must" for tourists and visitors to San Francisco, but to the connoisseur throughout the Bay region who likes a good show and appreciates good living, Charlie Low's

Forbidden City is the answer.

The Low family name is an old one to the West. More than 100 years ago Chu Fung Low, Charlie's father, came to California, thence to Nevada. Later he became known as Jim Low eventually working on the construction of the Central Pacific. He was a frugal man, a man of character, a leader of his race. Jim Low found a wife in San Francisco, in those days a hectic spot.

Charlie Low was his youngest  
(Continued on next page)

## CHARLIE LOW

(Continued from Page Eleven)

son. At the time he was born the family was operating a store on the Oregon-Nevada border at McDermitt. As the store succeeded

and the business grew, long trips were necessary to supply the isolated ranches. Charlie often accompanied his father on these trips

and at an early age demonstrated his love for horses.

Charlie Low saw the West grow. He was a part of this tremendous development. He learned the traditions of a robust people, pioneers who overcame hardship and difficulties and builded a great new civilization in the West. He assumed the duties of a man at an age when most children are in school. He did a man's work but gained in experience and health and a knowledge of his country that added to his fervid pride in being an American.

When Charlie Low came to San Francisco with his mother in 1923, he had already seen much of the new West; he had visited the South and other parts of the United States. But San Francisco was the magnet that had been exerting an ever-increasing pull upon him and so to San Francisco he came at length to start life anew.

During the years up to the depression, various businesses were tried, usually with great success. He rapidly became known as a

prominent citizen. Then, as not his friends came to him with their troubles and problems. His office was the clearing house to which the Chinese automatically turned when advice was needed, when aid and assistance were required. The name of Charlie Low was a powerful name in Chinatown and indeed throughout San Francisco even wider circles.

The "Great Depression" hit Charlie hard. Charlie and his mother lost a fortune. However, with customary pertinacity he refused to admit defeat and managed to weather those trying years himself and at the same time to find countless opportunities to assist others badly in need of help.

About this time Congress repealed the prohibition laws and noting that Chinatown was without a cocktail bar, he opened the Chinese Village, the opening taking place the same day the Eyebright Bridge was opened. The Chinese Village, located at the corner of Grant and Sacramento, was the first modern bar in Chinatown.



(Top) — When Good Fellows Get Together! Governor Earl Warren, United States Senator William F. Knowland and Charlie are NOT talking politics.

(Above) — Just a few photos from hundreds in Charlie's office at Forbidden

City. All easily recognized, and all friends of friendly Charlie Low. From Columnist Herb Caen at upper left to Abbott and Costello in lower right, each person is a headliner.



On December 22, 1938, the Forbidden City was opened. San Francisco hailed the new venture with great acclaim. Its popularity increased rapidly and drew constantly increased patronage. Success was immediate and has continued.

Today, the Forbidden City remains outstanding, unique in character and operation. Never since its opening night has it failed to attract pleasure seekers in large numbers. Crowded houses are the rule not the exception. Shows are changed frequently and seem constantly to gain in interest, thrill and beauty. Certainly the Forbidden City show is a cure for jaded souls who find Charlie Low's programs always excellent, exciting and exotic.

### FRIENDLY GUY

Charlie Low himself is a friendly person. His friendliness begets friendship in return. Politicians to whom friendships are vital, might well envy this American of Chinese descent who numbers his close friends by the hundreds, his acquaintances by the thousands. In every state, in fact, in almost every city are those who know Charlie Low intimately and who are proud of this friendship.

In his office in the Forbidden City at 363 Sutter Street, are hundreds of photographs depicting Charlie with distinguished men and women from every walk of life; men and women who make the news the papers carry each day.

There are many facets to this man's life. Not only does he excel as a showman, as a highly successful businessman, but he has been, and is outstanding, as a sportsman, a leader in many branches of sport. His racing, golf, bowling, hunting and fishing experiences comprise a story of the greatest interest. He can judge a fashion show and does frequently, or he can act as judge of Chinese shows and is often called upon to act in this capacity. There is no end to his activities; where he finds the time to do so many things and do them well is difficult to understand.

### HOLDS RECORDS

Charlie Low has a record of "firsts" among our Americans of Chinese descent in many activities. As host at the Forbidden City each night, he greets notables from points far and near, always with perfect courtesy, with every effort to make their visit pleasurable and happy.

He is doing a job in San Francisco that adds to his city's reputation along the highways and byways of the world. He is a good citizen, a fine sportsman, a grand guy. He is an integral part of cosmopolitan San Francisco.

We need more Charlie Lows.

## Charlie Low, All-Around Sportsman, Has Photos to Prove Stories!



### \$100,000 Solution For Airport Traffic Problem

A \$100,000 solution to the traffic congestion problem at the five-way street intersection at the east end of the Oakland Municipal Airport was discussed recently when representatives of the Oakland, San Leandro and Alameda Chambers of Commerce met with state, county, city and port officials.

Proposed was a plan by state highway engineers to install signals and to channelize traffic at the intersection of Doolittle Drive, Hegenberger Road and 98th Avenue. These arteries serve the fast-growing industrial and residential area bordering San Leandro, and carry heavy traffic during peak hours.

As projected, the State would pay two-fifths of the estimated cost, and the remainder would be shared equally between the City of Oakland, County of Alameda and the Port of Oakland.

That guy, Charlie Low, sure gets around! Look at those bucks! And what a string of fish! Charming Betty Low is evidently quite a fisherman herself, as the evidence proves. And Charlie the polo-player, with a three-goal rating locally and a national rating of one goal, considered one of the fastest forward players in the country. Byron Nelson, top, right, one of Charlie's golfing pals.

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## Directory of City and County Officers

\*Indicates vacancy

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**ELMER E. ROBINSON, Mayor**  
 MAX G. FUNKE, Executive Secretary  
 GEORGE GRUBB, Administrative Assistant  
 VAL KING, Confidential Secretary  
 JOHN D. SULLIVAN, Public Service Director

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335 City Hall, Z. 2, HE 1-2121  
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 DON FAZACKERLEY, 812 Mission St., Z. 5  
 DAN GALLAGHER, 172 Beale St., Z. 5  
 JAMES L. HALLEY, 760 Market St., Z. 2  
 MARVIN E. LEWIS, 625 Market St., Z. 5  
 CHESTER R. MACPHEE, 1048 Valencia St., Z. 10  
 EDWARD T. MANCUSO, 345 Grove St., Z. 2  
 PATRICK J. McMURRAY, 86 McAllister St., Z. 2  
 DEWEY MEAD, 3100 Steiner St., Z. 23  
 J. JOSEPH SULLIVAN, 111 Sutter St., Z. 4  
 JOHN J. SULLIVAN, 128 Veterans Bldg., Z. 2  
 JOHN R. MCGRATH, Clerk

ROBERT J. DOLAN, Chief Asst. Clerk  
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**COUNTY, STATE AND NATIONAL AFFAIRS**—Gallagher, Mancuso, John J. Sullivan, Fazackerley, Mead, Halley  
**EDUCATION, PARKS AND RECREATION**—Fazackerley, MacPhee, McMurray  
**FINANCE, REVENUE AND TAXATION**—MacPhee, Mead, Mancuso

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**POLICE**—Mead, Lewis, Gallagher  
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**PUBLIC HEALTH AND WELFARE**—John J. Sullivan, Lewis, Fazackerley  
**PUBLIC UTILITIES**—J. Joseph Sullivan, McMurray, Lewis  
**STREETS AND HIGHWAYS**—Halley, Mead, John J. Sullivan

**RULES**—Christopher, Mancuso, Gallagher

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 RUSSELL L. WOLDEN, 101 City Hall, Z. 2, KL 2-1910

**DISTRICT ATTORNEY**  
 THOMAS C. LYNCH, 550 Montgomery St. Z. 11. DO 2-2838

**CITY ATTORNEY**  
 DION R. HOLM, 206 City Hall, Z. 2, HE 1-1322

**PUBLIC DEFENDER**  
 GERALD KENNY, 550 Montgomery St. Z. 11, EX 2-1535

**SHERIFF**  
 DANIEL C. MURPHY, 331 City Hall, Z. 2, HE 1-2121

**TREASURER**  
 JOHN J. GOODWIN, 110 City Hall, Z. 2, HE 1-2121

## COURTS

## SUPERIOR, JUDGES OF

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 WELBYN I. GROOMAN.....City Hall, Z. 2  
 FRANK T. DEASY.....City Hall, Z. 2  
 PRESTON DEVINE.....City Hall, Z. 2  
 TIMOTHY I. FITZPATRICK.....City Hall, Z. 2  
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 L. L. HARRIS.....City Hall, Z. 2  
 LILE T. JACKS.....City Hall, Z. 2  
 JOHN J. KAUFMAN.....City Hall, Z. 2  
 ROBERT MCWILLIAMS.....City Hall, Z. 2  
 THERESA MEIKLE.....City Hall, Z. 2  
 TWAIN MICHELEN.....Hall of Justice, Z. 8  
 EDWARD MOKLENBUHR.....City Hall, Z. 2  
 CLARENCE W. MORRIS.....City Hall, Z. 2  
 HARRY J. NEUBARTH.....City Hall, Z. 2  
 MILTON D. SAPIRO.....150 O'Farrell St., Z. 3  
 GEORGE W. SCHONFELD.....City Hall, Z. 2  
 WILLIAM T. SWIGERT.....Hall of Justice, Z. 8  
 WILLIAM F. SWIGERT.....City Hall, Z. 2  
 H. A. VAN DER ZEE.....City Hall, Z. 2  
 ALBERT C. WOLLENBERG.....City Hall, Z. 2  
 JOSEPH M. CUMMINS, Secretary  
 480 City Hall, Z. 2, UN 1-8552

## MUNICIPAL, JUDGES OF

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 MATTHEW F. BRADY.....Hall of Justice, Z. 8  
 CARL H. CALFIELD.....City Hall, Z. 2  
 EUSTACE CULLINAN, JR.....Hall of Justice, Z. 8  
 LEO A. CUNNINGHAM.....City Hall, Z. 2  
 JOSEPH M. GOLDEN.....City Hall, Z. 2  
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 J. B. MOLINARI.....City Hall, Z. 2  
 EDWARD O'DAY.....City Hall, Z. 2  
 CHARLES S. PEERY.....Hall of Justice, Z. 8  
 LENORE B. WEINBERGER.....City Hall, Z. 2  
 ALVIN E. WEINBERGER.....City Hall, Z. 2  
 IVAN L. SLAVICH, Clerk and Secretary,  
 301 City Hall, Z. 2, KL 2-3008  
 A. C. MCCHESNEY, Jury Commissioner,  
 305 City Hall, Z. 2

**TRAFFIC FINES BUREAU**, 164 City Hall, Z. 2, KL 2-3008  
 JAMES M. CANNON, Chief Division Clerk

## GRAND JURY

457 City Hall, Z. 2, UN 1-8552  
 Meets Wednesday at 8:00 P.M.

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ALLAN R. THOMPSON, Secretary

DAVID F. SUPPLE, Consultant-Statistician

**ADULT PROBATION DEPARTMENT**

350 Montgomery St., Z. 11, DO 2-3923

JOHN D. KAVANAUGH, Chief Adult Probation Officer

**Adult Probation Committee**

Meets at call of Chairman and 2nd Thursday each month

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KENDRICK VAUGHAN, Secretary, 60 Sansome St., Z. 4

REV. J. J. COLLINS, 420-29th Ave., Z. 21

RAYMOND BLOSSER, 670 Monadnock Bldg., Z. 5

FRED C. JONES, 628 Hayes St., Z. 2

MAURICE MOSKOWITZ, 2900 Lake St., Z. 21

FRANK R. KATZ, 100 Sacramento St., Z. 4

**YOUTH GUIDANCE CENTER**

375 Woodside Ave., Z. 16, SE 1-5740

THOMAS STRYCKLA, Acting Chief Juvenile Probation Officer

**Juvenile Probation Committee**

Meets at call of Chairman

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MRS. FRED W. BLOCH, Secretary, 3712 Jackson, Z. 18

JACK GOLDENBERGER, 109 Golden Gate Ave., Z. 2

REV. JOHN A. COLLINS, 420-29th Ave., Z. 21

MERRILL COOLEY, 100 Sacramento St., Z. 8

HENRY FOLEY, 939 Market St., Z. 3

MISS EDITH E. PENCE, 1101 Green St., Z. 9

REV. JAMES M. MURRAY, 1825 Mission St., Z. 3

MRS. E. S. HELLER, 2020 Jackson St., Z. 9

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109 City Hall, Z. 2, HE 1-2121

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WREN MIDDLEBROOK, Chief Assistant Controller

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**LEGISLATIVE REPRESENTATIVE, STATE**

DONALD W. CLEARY

223 City Hall, Z. 2, MA 1-0163 and HE 1-2121

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## ART COMMISSION

100 Larkin St., Z. 2, HE 1-2121

Meets first Monday of each month at 3:00 P.M.

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DOUGLAS BAYLIS, 619 Washington St., Z. 9

JOHN K. HAGONAN, 100 Taylor St., Z. 4

ROBERT B. HOWARD, 521 Francisco St., Z. 11

CHARLES H. KENNEDY, 230 Jones St., Z. 2

OSCAR LEWIS, 2740 Union St., Z. 23

FRANCIS J. MCCARTHY, 693 Mission St., Z. 5

MRS. ALICE C. POYNER, 1127 Greenwich St., Z. 9

JOHN B. RODGERS, 1 Montgomery St., Z. 4

ANTONIO SOTOMAYOR, 3 Le Roy Place, Z. 9

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ERNEST J. TORRECANO, President, City Planning Comm.

HERBERT FLEISHHACKER, Pres. deYoung Museum

GEORGE D. HART, Pres., Public Library Commission

PAUL VERDIER, Pres. Calif. Palace Legion of Honor

LOUIS SUTTER, Pres. Recreation & Park Commission

JOSEPH H. DYER, JR., Secretary

## CITY PLANNING COMMISSION

100 Larkin St., Z. 2, HE 1-2121

Meets first and third Thursdays of each month at 2:30 P.M.

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WILLIAM D. KILDFUFF, 160 Montgomery St., Z. 4

HAROLD T. LOPEZ, 536 Bryant St., Z. 7

MRS. EUGENE M. PRINCE, 3421 Pacific Ave., Z. 18

OLIVER ROUSSEAU, 1140 Greenwich St., Z. 9

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JAMES H. TURNER, Manager of Utilities

PAUL OFFICER, Director of Planning

JOSEPH MCNOLLA, Secretary

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151 City Hall, Z. 2, HE 1-2121

Meets every Wednesday at 4:00 P.M.

FRANCIS P. WALSH, President, 68 Post St., Z. 4

JOHN M. KENNEDY, 500 Sansome St., Z. 11

W. M. HENDERSON, Sec. and Personnel Dir.

CHARLES E. PEARCE, Public Information Officer

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Civic Auditorium, Z. 2, UN 3-4680

Meets each Tuesday at 7:30 P.M.

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CHARLES J. FOHNS, 211 Valencia St., Z. 3

JOHN G. LEVISON, 233 Sansome St., Z. 4

HERT LEVIT, 463 California St., Z. 4

MRS. RICHARD N. NASON, JR., 168-25th Ave., Z. 21

DR. KARL SCHAUPP, 160 Post, Z. 2

DR. HERBERT CLISH, Supt. of Schools

DR. HERBERT CLISH, Secretary

## FIRE COMMISSION

2 City Hall, Z. 2, HE 1-2121

Meets every Wednesday at 4:00 P.M.

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WALTER LEONETTI, 1123 Sutter St., Z. 9

LEO H. SHAPIRO, 68 Post St., Z. 4

EDWARD P. WALSH, Chief Engineer

FRANK P. KELLY, Chief Division of Fire

Prevention and Investigation

THOMAS W. MCCARTHY, Secretary

## HOUSING AUTHORITY

440 Turk St., Z. 2, OR 3-5801

Meets first and third Thursdays at 10:00 A.M.

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CHARLES J. JUNG, 622 Washington St., Z. 11

AL F. MAILLOUX, 200 Guerrero St., Z. 3

B. L. HAVISIDE, 40 Spear St., Z. 5

LLOYD E. WILSON, 25 Van Ness Ave., Z. 2

JOHN W. BEARD, Executive Director

## PARKING AUTHORITY

500 Golden Gate Ave., Z. 2, PR 6-1565

Meets second and fourth Wednesdays each month at 7:00 P.M.

Room 228, City Hall

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RANDOLPH LAKE, 867 Market St., Z. 3

EDWARD V. MILLS, 401 California St., Z. 4

RAE T. SMITH, 660 Market St., Z. 4

DAVID THOMAS, 465 Berry St., Z. 7

VINING T. FISHER, General Manager

THOMAS J. O'TOOLE, Secretary

## PERMIT APPEALS, BOARD OF

227 City Hall, Z. 2, HE 1-2121

Meets every Wednesday at 3:30 P.M.

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JOHN P. FIGONE, 1652 Sutter St., Z. 11

JEREMIAH J. MULVHILL, 1675 Howard St., Z. 3

REED W. ROBINSON, 1975 Market St., Z. 3

ERNEST L. WEST, 265 Montgomery St., Z. 4

I. EDWIN MATTOX, Secretary

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Hall of Justice, Z. 8, SU 1-2020

Meets every Wednesday at 2:00 P.M.

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H. C. MAGINN, 315 Montgomery St., Z. 4

SEARGANT JOHN T. BUTLER, Secretary

MICHAEL A. GAFFEY, Chief of Police

JAMES L. QUIGLEY, Deputy Chief of Police

JAMES ENGLISH, Chief of Inspectors

CAPT. JACK ECKER, Director of Traffic

MICHAEL F. FITZPATRICK, Sec'ty to Dept.

## PUBLIC LIBRARY COMMISSION

Civic Center, Z. 2, HE 1-2121

Meets first Tuesday of each month at 4:00 P.M.

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ALDEN AMES, Russ Bldg., Z. 4

IVAN R. BRESSE, 9 Scott St., Z. 17

JOHN CUDDEY, 703 Market St., Z. 3

FRED DETTINGER, The Examiner, 3rd & Market, Z. 3

JOHN R. GRAVES, 1360 Jones St., Z. 9

MISS EVELYN LA PLACE, 949 Taraval St., Z. 16

SAM M. MARKOWITZ, 235 Montgomery St., Z. 4

RALPH J. MCGILL, 1140 Greenwich St., Z. 16

MRS. J. HENRY MOHR, 2 Castaneda, Z. 16

RENE A. VAYSSIE, 240 Jones St., Z. 2

LAWRENCE J. CLARKE, Librarian

JOS. J. ALLEN, Secretary

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287 City Hall, Z. 2, HE 1-2127

Meets every Monday at 5 P.M.

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EDWARD B. BARON, 3349 Steiner St., Z. 23

DONALD A. CAMERON, 1 Montgomery St., Z. 4

SAM MCKEE, 281 Montgomery St., Z. 10

VICTOR S. SWANSON, 474 Valencia St., Z. 4

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JAMES H. TURNER, Manager of Utilities

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VINE, Manager, 425 Mason St., Z. 19 5-7000

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585 Bush St., Z.8, GA 1-5000  
Meets first and third Tuesdays of each month, at 1:30 P.M.

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HN E. HENNING, 995 Market St., Z.3  
NTHONY L. NORIEGA, 230 Jones St., Z.2  
RS. ROSALIND JOHNS, 2555 Larkin St., Z.9  
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McLaren Lodge, G.G. Park, Z.17, SK 1-4866  
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TER BERGUT, Lombard and Battery Sts., Z.11  
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EDWARD McDEVITT, Secretary to Commission

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512 Golden Gate Ave., Z.2, HE 1-2121  
Meets first and third Tuesdays each month at 4:00 P.M.

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HOR B. GRAVEN, 2222 Leavenworth St., Z.11  
R. J. JOSEPH HAYES, 210 Post St., Z.8  
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MRS. FAY CUPPLES, Secretary

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Meets second Thursday of each month at 3:00 P.M.

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EN EAGENSTON, 370 Townsend St., Z.7  
DNEY H. EHRMAN, Nevada Bank Bldg., Z.4  
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A. HENDERSON, The Examiner, 3rd & Market, Z.3  
EL HERTZ, 824 Taraval St., Z.16  
AN S. HEWITT, 1834 - 11th Ave., Z.22  
ILTON KLETTER, 2179 - 27th Ave., Z.16  
UIDO I. MUSTO, 535 North Point St., Z.11  
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DR. GRACE MORLEY, Director, HE 1-2040

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22nd Dist. GEORGE D. COLLINS (D) 1456 Union St., Z.9  
23rd Dist. WILLIAM CLIFTON BERRY (D) 3747 - 20th St., Z.10  
24th Dist. CHARLES D. MEYERS (D) 4031 - 22nd St., Z.14  
25th Dist. ROBERT I. MCCARTHY (D) 1699 - 17th Ave., Z.22  
26th Dist. EDWARD M. GAFFNEY (D) 295 Sanchez St., Z.14

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DR. JOHN J. KINGSTON

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45 Hyde St., Z.2, HE 1-2121  
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D. O. TOWNSEND, Superintendent of Plant

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## **HORTICULTURAL COMMISSIONER**

Agricultural Building, Embarcadero, Z.7, SU 1-5003  
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LAGUNA HONDA HOME—LOUIS A. MORAN, Supt., 7th Ave. and Dewey Blvd., Z.16, MO 4-1580  
SAN FRANCISCO HOSPITAL—Dr. T. E. ALBERS, Supt., 42nd and Potrero, Z.10, MI 7-0820  
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260 City Hall, Z.2, HE 1-2121  
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Bureaus  
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STREET CLEANING—W. T. Bonsor, Supt., 11th and Bryant Sts., Z.7, MA 1-9600  
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STREET REPAIR—W. S. Merrill, Supt., 11th and Bryant Sts., Z.7, MA 1-9600  
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ACCOUNTS—Supervisor, 260 City Hall, Z.2, HE 1-2121

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S. J. HUGH ALLEN, Librarian

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RANDOLPH A. HEARST, 860 Howard St., Z.19  
EDWARD H. HELLER, 600 Market St., Z.4  
JAMES K. LOCHEAD, 464 California St., Z.4  
PARKER MADDEX, 526 California St., Z.4  
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C. O. G. MILLER, 433 California St., Z.4  
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# SOUTH OF MARKET BOYS' ANNUAL MOTHER'S DAY BREAKFAST



Top (left) — Governor and Mrs. Earl Warren; Senator Thomas A. Maloney, General Chairman, Mother's Day Breakfast; District Attorney and Mrs. Thomas C. Lynch. Second Row (left) — Superior Judge I. L. Harris, Mr. and Mrs. Joseph Cohen, Bud Duggan. (Right) — Joseph F. Rae, President, South of Market Boys. Third Row (left) — George Bowman, Potentate of the Shrine; Jack Rosenbaum, noted columnist of the San Francisco News and M. Rosenbaum. (Right) — Senator Gerald J. O'Gara and Mrs. O'Gara. Above (left) — Assemblyman and Mrs. Charles W. Meyers; William Benn, Treasurer of the South of Market Boys; Chief Engineer, San Francisco Fire Department, Edward F. Walsh and Mrs. Walsh.





## South of Market Boys' Mother's Day Fete Greatest Annual Party

**I**F ONE PICTURE equals 10,000 words, then we are using a million words — more or less — through pictures to describe some of the highlights of the annual Mother's Day Breakfast of the South of Market Boys.

This most commendable affair was held recently at the Palace Hotel Gold Room with an overflow attendance. Senator Thomas A. Maloney was Chairman of the Day, with Governor Earl Warren and Mayor Elmer E. Robinson as Honorary Co-chairmen. Joseph Tinney, noted attorney, was principal speaker.

Honored guests of the organization consisted of Pioneer Mothers, wounded Korean Veterans, Catherine Maloney, widow of the late

*Top (left) — George R. Reilly, State Board of Equalization; Governor Earl Warren at mike; group of Pioneer Mothers. Center Row (left) — George B. Gillin, Superintendent, San Francisco Mint and Mrs. Gillin; additional Pioneer Mothers, guests of organization. Above (left) — Columbus Civic Club President Walter I. Carpeneti and Mrs. Carpeneti; Cassie Maloney, widow of Peter R. Maloney, founder of the organization, and her family.*

(Additional photos on page 18)

Peter R. Maloney, founder of the South of Market Boys, Elizabeth Hayes and officers and members of the South of Market Girls.

An enjoyable and impressive program had been provided by committees under the able direction of President Joseph F. Rae. Earle Lindstrom served as Master of Ceremonies. The affair proved one of the most successful ever staged by the South of Market Boys.

# South of Market Boys Annual Breakfast Honors Pioneer Mothers of City



Top (left to right) — Sheriff Daniel C. Murphy; Judge Alvin Weinberger; Mrs. Nathan Cohn and Mr. Cohn, Attorney and Third Vice-President, South of Market Boys; at mike, Joseph Tinney, principal speaker at gala function. Second Row (left to right) — Lloyd Jacot, Financial Secretary; E. Herold, Captain, Palace Hotel; Jack Finnerty, Membership Chairman, and Presiding Judge Carl H. Allen, San Francisco Municipal Court. Third Row (left to right) — George Christopher, President San Francisco Board of Supervisors and Mrs. Christopher; J. Joseph Sullivan, San Francisco Supervisor and Mr. Sullivan. Above (left) — Wounded Korean War Veterans with Second Vice President John Shannon, second from left; Deputy District Attorney Bradford Bosley, Past President, and last, but far from least, Mrs. Joseph F. Rae, charming wife of the organization's President.



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**GOOD-WILL FLEET**



THE SAN FRANCISCO CHAMBER OF COMMERCE this week became the first organization of its kind in the world to acquire its own fleet of ships—a "goodwill fleet" commissioned by the Chamber's President to sail under the flag of business prosperity.

In ceremonies marked appropriately by a bustling wind and lapping water at the edge of San Francisco's Marina Yacht Harbor, President Alan J. Lowrey stood on the deck of the yacht "Hallson" and commissioned Dan E. London, general manager of the St. Francis Hotel, as "Commodore" of a fleet of fourteen privately-owned yachts which henceforth will be the Chamber's official sea-going conveyance in connection with trade development work by its Inter-City Committee.

Named "The Great Golden Fleet of the San Francisco Chamber of Commerce," the flotilla of yachts will be used to take Chamber members on trade trips to nearby areas that can be reached by water, to give business groups

from other cities and visiting dignitaries a means of seeing the Bay and waterfront facilities, and to allow for participation in community events such as Harbor Day.

"I can visualize extremely worthwhile possibilities for the 'Great Golden Fleet,'" said Mr. Lowrey, recently.

"Entirely aside from the uniqueness of being—to our knowledge—the first chamber of commerce in the world to adopt an official 'fleet,' the practical usefulness of the yachts is limitless."

"Commodore" London said: "We're really going places—and we're starting this summer! There is a great deal of good we can do with our fleet to enhance San Francisco's prestige and further focus the attention of other areas on our business and trading facilities."

Soon to fly from the mast heads of 14 yachts comprising the "Great Golden Fleet" of the San Francisco Chamber of Commerce are replicas of the Chamber flag, shown above being displayed by Prentiss A. Rowe (left), President Alan J. Lowrey and Dan E. London. They are pictured at the stern of Mr. Rowe's yacht in Marina Yacht Harbor after ceremonies conducted recently in which Mr. London and Mr. Rowe were commissioned "Commodore" and "Captain" respectively of the new fleet.

**400 New Journeymen**  
**At Mass Graduation**  
  
Representing 50 crafts, 400 new journeymen received diplomas at the fourth annual mass joint apprenticeship program graduation held at the Oakland Auditorium theater June 8.

Archie J. Mooney, chief of the State Division of apprentice standards told the audience from 10 Metropolitan Oakland area communities:

"These young men demonstrate the value of our American way of life—our democracy in action.

"Here management, labor and government in full cooperation work together in a common cause for a common purpose, to produce truly skilled workers and real Americans whose high character and integrity the future well-being of our State and our Nation may safely be reposed."

**Magazine Cites Andre**  
**San Leandro Plant**  
  
Andre Paper Box Company's new San Leandro plant has been cited by the editors of Factory Management and Maintenance magazine as one of 1951's "significant new industrial plants," one of ten in the United States and Canada so honored.

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## Cascade and Fountains Operating At Joaquin Miller Park, Oakland

**A**FTER EXTENSIVE REMODELING, the cascade and fountains at Woodminster Amphitheater in Joaquin Miller Park, will be in regular operation for the rest of the summer beginning immediately, according to the Oakland Board of Park Directors.

"This man-made feature is one of the outstanding tourist attractions in the Bay area," Edgar M. Sanborn, Woodminster manager, declared. "The lighted cascade and fountains will be operated nightly from 9:00 to 11:00 p.m. On Saturdays, Sundays and holidays the cascade and fountains will run from noon until 11:00 p.m. Water for the cascade and fountains is circulated by a 40 horsepower motor and pump at the rate of 100 gallons per minute. The total fall of the cascade is 100 feet. At night the colored fountain, which operates on a 9½ minute cycle, is one of the most beautiful spectacles of its kind," Sanborn continued.

Construction of Woodminster Amphitheater was started in May, 1934. Two hundred and twenty tons of slate and 880 tons of sandstone boulders went into the cascade. Redwood trees, 50 feet tall, were moved from adjacent redwood groves into the cascade to make an immediate effect.

"Today masses of rhododendrons and various Alpine plants make the Woodminster cascade one of the most colorful attractions in the hills overlooking the city of Oakland and San Francisco Bay. Sixty under-water flood lights, amber, blue, orchid, white and green, provide the color pattern for the ever-

changing display created by the electric fountain at the foot of the cascade," Sanborn stated.

Woodminster Amphitheater, which is dedicated to California writers, has a seating capacity of 7500. The evening programs of music, drama and dance held during the summer months at the outdoor theater, are sponsored by the Board of Park Directors.

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## 01st ANNIVERSARY OR N. GRAY & CO.

N. Gray & Co., San Francisco's  
dest funeral directors and one  
of the oldest such firms in the  
ited States, observed its 101st  
nniversary July 10, according to  
endrick W. Miller, president.

Founded by Nathaniel Gray, the  
rm opened for business on July  
, 1850 with a small wooden

building and a mule-drawn hearse.  
Since its founding, N. Gray & Co.  
has grown to its present position  
as one of the largest funeral directors  
in Northern California with  
complete establishments in San  
Francisco and, under the name of  
Crosby-N. Gray & Co., in Burlingame.

N. Gray & Co. is among the few  
businesses throughout the nation  
that have maintained ownership  
and management in the founder's  
family for more than a century.  
Miller, present head of the firm, is  
a great-grandson of Nathaniel  
Gray.

## Rohde Represents Chamber At Transportation Meet

Walter A. Rohde, Manager of  
the Chambers' Transportation De-  
partment, represented the Cham-  
ber at a meeting of the Pacific  
Coast Transportation Advisory  
Board recently in San Diego.  
Rohde is a member of the group's  
executive committee.

As Chairman of the Board's leg-  
islative committee, he reported on  
pending legislation and trends of  
lawmaking in the transportation  
field.

Art Cadjew

Bob Pilant

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## NATIONAL DEFENSE

(Continued from page 10)

now adequately subsidized; therefore be it

RESOLVED, That C. C. Thomas Navy Post No. 244 of the American Legion, Department of California, in regular meeting assembled this eighteenth day of June, 1951, urge the Congress to initiate and pass legislation to "Exempt Panama Canal Tolls on such vessels in the Intercoastal Trade of the United States which have been certified by the Chief of Naval Operations of the Navy to the Secretary of National Defense as being suitable for economical and speedy conversion to Naval auxiliaries or otherwise suitable for the needs of the United States in time of National Emergency or War," and be it further

RESOLVED, That this resolution be forwarded through the 7th District of the American Legion to the Department of California Convention, with recommendation that the California delegates to the National Convention (1951) be instructed to urge its adoption nationally.

Unanimously adopted by C. C.

Thomas Navy Post No. 244, the American Legion, Department of California, on June 18, 1951.

Roger C. Lacombe, Commander  
Dr. Howard M. McKinley  
Chairman, National Defense  
RESOLUTION III

"West Coast Shipping Man  
For I. C. C."

WHEREAS, The Interstate Commerce Commission has authority over all domestic transportation including Intercoastal and Coastwise shipping; and

WHEREAS, A balanced representation should obtain on this board; and

WHEREAS, No steamship representative is on this board, conversant with the highly intricate problems of shipping; and

WHEREAS, It is imperative to our National Defense that the boards' membership also be represented adequately by a Pacific Coast Maritime Member; therefore be it

RESOLVED, That C. C. Thomas Navy Post No. 244 of the American Legion, Department of California, in Regular meeting assembled this eighteenth day of June, 1951, urge the President of the United States to appoint a West

Coast Shipping man to this Commission.

Unanimously adopted by C. Thomas Navy Post No. 244, American Legion, Department of California, on June 18, 1951.

Roger C. Lacombe, Command  
Dr. Howard M. McKinley,  
Chairman, National Defense

The foregoing resolutions extremely timely and are in consonance with the principles upon which the Post was founded.

## Bank of America Awards Three Fellowships

Three Bank of America Giannini Foundation fellowships have been awarded to California scholars in the field of medical research, L. M. Giannini, chairman of the Foundation, announced.

The 1951-1952 fellowships the first to be awarded under terms of the trust established by the late A. P. Giannini. They provide for the support of recipients for one year.

Those receiving the awards were Thomas N. Burbridge, M.D., a research worker in the pharmacology of California's medical school; Robert E. Bailey, Ph.D., a research worker in the vision of anatomy, and Telfer Reynolds, M.D., 30, an instructor on the staff of the University of Southern California school of medicine.

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SAN FRANCISCO



## S. F. CHEST 1951 GOAL \$3,945,000, UP 27 PCT.

THE SAN FRANCISCO Community Chest's campaign goal for next October will be \$3,945,000, an increase of 27.3 per cent over the \$3,100,000 raised last year, the board of directors has announced.

The Chest's fund-raising appeal will include the United Defense Fund, and a new organization combining 26 defense service agencies with a quota totaling \$332,000.

Inclusion of the U.D.F. will save the community the cost of a separate fund-raising effort, the Chest's directorate pointed out.

From the total quota, an allocation of \$3,613,000 is provided for the 70 established welfare agencies of the Chest as well as two new local agencies approved by the board as budget-participating members.

These are the San Francisco Junior Recreation Center and the San Francisco Chapter of the Mental Health Society of Northern California.

Of the United Defense Fund quota, 73.3 per cent is earmarked for USO activities for armed services' personnel.

The remainder of the U.D.F. quota is scheduled for such agencies as the National Recreation Association, the American Social Hygiene Association and the United Community Defense Services which include 13 cooperating agencies such as the Child Welfare League, Committee on Social Welfare Work and others, primarily of service to civilians.

United Defense Fund appeals are being included in Community Chest campaigns throughout the nation.

The October goal of the Community Chest, of which Richard E. Guggenheimer is president, was determined by the board of directors after several meetings with business and labor leaders to sound out public reaction to inclusion of the U.D.F., Lowell E. Hunt, campaign chairman, said.

Hunt explained it was agreed that U.D.F. should be included because of the importance of its program to service personnel and also because it would eliminate costs in manpower and money for a separate campaign.

## Standard Honored For Blood Drive Donations

Donations of Oakland division employees contributed to the total of 1,100 pints since last October which recently won for Standard Oil Company of California a certificate of appreciation for blood donations to the wounded in Korea.

JEFFERSON E. PEYSER, widely known San Francisco attorney, former Supervisor and State Assemblyman, was unanimously elected Vice-President of the California State Exchange Clubs at the recent convention held in Lake County. This election as vice-president is tantamount to Mr. Peyser's selection as president to head the organization next term. The State Exchange Clubs comprise more than a hundred separate Exchange Clubs located in the principal cities of California with a membership of many thousands.

## AD FIRM APPOINTS SAN FRANCISCO CHIEF

JOHN G. MOTHERAL, since 1941 with the advertising firm of Batten, Barton, Durstine and Osborne, Inc., here and a vice president since 1948, has been ap-



JOHN G. MOTHERAL  
Manager  
San Francisco BBDO Office

pointed manager and administrative head of the BBDO office in the Russ Building.

Motheral's appointment was announced last week by Ben Duffy, president, and J. C. Cornelius, executive vice president.

Motheral succeeds Charles H. Ferguson, who died Sunday after serving as manager of the local BBDO office since 1944. Motheral, a graduate of Stanford University and the Harvard School of Business, served in the Army from 1942 to 1945, retiring with the grade of major. In recent years he has served as account executive on the Standard Oil of California advertising account. He resided at 472 Pacheco Street.

## Sloat Blvd. To Be Widened, Prettied Up With Shrubby

A BEAUTIFICATION PROGRAM for Sloat boulevard will get under way next month with the planting of shrubs in the unused center strip between St. Francis Circle and 39th Avenue.

The stretch from 39th Avenue to the Great Highway will be paved to provide a parking area for the automobiles of visitors to Fleishhacker Zoo.

Works Director Sherman P. Duckel stated recently a contract for the work, expected to cost \$160,000 will be let next month. The job also calls for widening Sloat boulevard traffic lanes so there will be three 12-foot lanes in each direction.

The project was urged last year by West of Twin Peaks Improvement clubs.

Duckel also announced that the Twin Peaks boulevard has been opened to traffic. The southerly end of the road near Portola Drive was closed last spring when a slide carried out about 100 lineal feet of roadway.



SHERMAN P. DUCKEL  
Director  
Department of Public Works  
City and County of San Francisco

## LOW BID REVEALED ON FREEWAY LINK

A \$3,044,734 low bid by Charles L. Harney, Inc., for a half-mile link in the Bayshore Freeway was disclosed by the State Division of Highways at Sacramento recently.

The overhead section will start at 17th and Vermont Streets and will tie in on ramps leading down to street level near Potrero avenue, Division and Tenth Streets.

It will later be linked with another overhead section starting at Division Street and will connect with the Bay Bridge approach at Fifth and Bryant Streets. The overhead sections of the freeway were designed primarily to avoid conflict with cross-street traffic.

The first San Francisco link in the freeway, a three-million-dollar section running from Army Street to Alemany Boulevard, with overhead crossings at both terminal points, was opened to traffic June 1.

Purchasers of new homes completed in the San Francisco-Oakland Metropolitan Area during the last half of 1949 paid an average price of \$12,000, used government aided financing for an average 22 year, \$9,000 mortgage, and made monthly payments which averaged about \$58. Two-thirds of the purchasers were veterans, about half of whom made a down payment of 5 percent or less. These are some of the results of a study by the Bureau of Labor Statistics of the 4,500 single family homes completed during the last half of 1949 and purchased before the middle of 1950.

## OAKLAND RENT DECONTROL HEARING

Oakland on July 10, joined the parade of East Bay cities planning to consider rent decontrol. The City Council ordered a public hearing for August 23. It will be held in the Municipal Auditorium because of the crowds expected.

Berekeley's City Council will hold a rent decontrol hearing at 8 p.m., July 24. Albany's City Council held a similar hearing recently.

## U. S. Attorney's Office Honors Two Women

Two women employees of the U. S. Attorney's office here were honored in ceremonies July 10 for "outstanding and meritorious service with the Department of Justice."

U. S. Attorney Chauncey Trumuto presented Priscilla W. Raymond, 1025 Sutter Street, and Alma Mann, 210 El Campo drive, South San Francisco, with scrolls and gold pins.

Both are members of the U. S. Attorney's secretarial staff and have had more than 25 years of service with the office.

## Pressed Steel Car

Pressed Steel Car Company has acquired the Chicago Steel Tank Company, fifth steel fabricating firm bought in recent months.

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## WHIT HENRY

(Continued from Page Three)

This part of California was destined years ago to offer sanctuary today to the multitudes who reside in the crowded centers of population, to allow us today to view California of yesterday.

\* \* \*

ONE OF SAN FRANCISCO'S finer amateur cooks is Lucille Spear. Though she has lived in San Francisco for a number of years she still retains her Boston accent and her superb knowledge of New England cookery. Here is her recipe for New England Fried Pickled Honey-comb Tripe:

Cut just the honey-comb pocket of tripe into serving size pieces and marinate for two days in white vinegar. Remove from vinegar and blot dry. Make a batter of beaten egg and yellow corn meal thick enough to stick. Dip tripe into batter and cover tripe generously with batter. Fry slices,

about the thickness of bacon, of fat eastern dry salt pork slowly until crisp. Remove from pan and place upon a warm plate. Fry batter-dipped tripe in pork fat until golden brown on both sides. Serve with crisp salt pork, boiled new potatoes, and stewed tomatoes.

Don't thank me but Mrs. Spear for this culinary delight.

\* \* \*

IF YOU ARE A MAN who enjoys cigar smoking here are some facts which I have gathered from a recent issue of "Gourmet," a monthly periodical. The longer cigars are kept, the better they taste. Six months of ripening can do wonders, but two years or more can make a fine cigar superb. Cuban cigars have acquired world wide fame for their magnificent smoking aroma. Aroma is a quality put into cigars by nature, assisted by the skill of the tobacco grower and the blender. Some ash should always be left on the cigar to help give the smoker the full bouquet of the tobacco. A number

of knowing cigar smokers consider that cigars are best when packed in a cedar box without pressure and without cellophane. The actual curing of good cigar tobacco takes from two to four years. A humidor can be a box to hold a few cigars, a large room to hold thousands, or anything in between. Its purpose is to control the inside humidity and to exclude outside weather conditions. Tobacco grown and cigars are made in many places in the world, but none can compare with the excellent of Cuban leaf and Cuban cigars. A lover of Cuban tobacco wrote the following:

"Let others praise the god of wine  
Or Venus, love, and beauty smile,

I choose a theme not less divine  
The plant that grows in Cuba Isle.

I can't speak with first hand knowledge of the foregoing, but cause I don't smoke.

\* \* \*

CALIFORNIA has many fine wineries. It might better said that all are good, but some are better than others. A small but excellent winery is Santa Nella near Guerneville. If you want to give a distinctive gift, stop the and inquire about their "personal cellar" wines. I personally think that the Santa Nella Cabernet is as fine a light red wine as you can buy.

And if you like to make your own French dressing for salad get a bottle of Santa Nella garlic wine vinegar.

\* \* \*

TOO OFTEN in the business world imagination is stifled. Anybody can give a number to an object and let it go at that; but the Moore-McCormack Steamship Co., names many of its ships with a Mormac prefix. Here are the bird boats: Mormacdove, Mormac hawk, Mormackite, Mormaclark, Mormacowl, Mormacwren. Using the same Mormac prefix are the Tide, Wave, Surf, the Sea, the Sun, Moon, and the Elm, Fir, and Pine. Possibly the vice president in charge of naming ships is the same person employed in the same capacity by the Pullman Co.

## Handbook On Foreign Commerce At Library

The Oakland Public Library, 1414 Fourteenth Street, reports that a copy of "The Foreign Commerce Handbook, 1950 Edition," published by the United States Chamber of Commerce is available for reference in the library's Science and Industry division.

The volume is described as a directory of sources of information for exporters and importers.

Oven canning is dangerous. The National Safety Council says. Never use this method.

HARRY R. MYGRANT

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## DANIEL DEL CARLO

(Continued from Page Six)

trades official is simple. He believes in the capitalistic system, democracy in government, the rule of the majority—with the provision that government consider the needs of the majority paramount when it considers how to solve the problems of the nation, the state, and the community.

From there he easily reaches the conclusion that action of government and industry should be for the benefit of the men and women who make up the largest portion of the nation's population and consuming and producing force—the working men and women.

"The working people of the United States are in the majority," he says. "When an issue is considered, it should be considered from the standpoint of what is the best for the majority—the white collar workers as well as the organized workers."

He then can delve into economic theory and cite precedents and statistics to prove that both capital and labor have benefited by the social legislation and custom that is considered superficially to be only for the benefit of the working groups.

### LABOR BENEFITTED

He calls attention to the fact that when wages are low, the majority of the people have little money for the purchase of consumer goods. Consequently, those who have made themselves partners in such organizations as United States Steel Corporation—which serves industry which serves mankind as the radio announcer explains in such dulcet tones—fail to make a profit because sales are slow.

But, when the wages of the working classes are high and steady, they spend their money. None of them saves a great deal for some reason or other. Therefore the corporate sales of the nation's industrial machine increase, and the stockholders get their profit, too. It seems to be a case of where everyone is in the chips.

### PROOF OF THEORY

As proof of the validity of his theory he calls attention to the fact that the profits of corporations have risen during the past twenty years with almost the same ratio as the wages of workers.

"If you want to see how capital has benefited from improved working conditions and wages for labor," he says, "all you have to do is consider this picture.

"Twenty years ago when the union met at the Labor Temple there were few automobiles parked around the building for the simple reason the delegates to the coun-

cil couldn't afford to own automobiles.

"Now you go to the meeting and you can't find a place to park for blocks for the simple reason that the workers now are earning enough to buy cars and they do and they drive them. That should be news to the corporations."

### OTHER EVIDENCE

Another evidence that improved working conditions benefit capital, is the fact that twenty years ago, Del Carlo recalls, the home building craftsman always was working on a house he could never hope to own because he had insufficient income to accumulate a down payment. Now, he says, most of the craftsmen have their own homes and—moreover—are sending their children to college, a custom that was the exception rather than the rule less than 25 years ago.

All these examples add up to his conclusion:

"As long as you can keep the standards of the working people high, there will be no depression."

He has personal knowledge of just what a depression means. In fact, the depression of the early '30's almost made him into a great big business man.

He returned to San Francisco from his several years in Reno in 1932. He could not find a job—an inability that did not make him distinctive at the time for a considerable number of individuals had the same trouble.

### WALKED STREETS

He began walking the streets. Whenever he saw a broken window he would try and promote the job of fixing it. If he noticed a broken windshield on a parked automobile, he would wait until the driver appeared and make him a proposition.

This method of making an honest dollar was successful. It wasn't too long until the jobber from whom he was buying his materials suggested that he move his workshop from his home to a vacant space in the jobber's quarters. He did—and was well on his way to becoming an employer rather than an employee.

But Del Carlo's interest was not in being a business man. He had a mission in life—labor. He knew something of the problems of labor from his years of working and, he admits, "bumming" about the country. He had experienced the sensation that results when a man is arrested for no other crime than being poor and without a job.

When the National Recovery Act was approved by the Congress of the first Roosevelt Administration and the now forgotten Blue Eagle took wing, Del Carlo took the time to study the law and determine just what rights and benefits it provided for labor.

John L. Lewis did the same thing and revived the United Mine Workers. Del Carlo was just as

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successful—on a somewhat smaller scale.

He learned the secrets of the law beneficial to labor. He reported back to his union. Members called "me a lair." He demanded that a committee be appointed to go over the same ground with him and report back to the union. The committee did—and disclosed the great discovery that the NRA was a Magna Charta for labor.

When the findings were reported, Del Carlo was "hired" as an organizer. His compensation was to be a small percentage of the initiation fees and the first months (Continued on Next Page)

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duces that he collected from new members. If he couldn't persuade anyone to join the union, he didn't have anything in the way of eating money for himself and his family. He abandoned the glazing business and has been eating reasonably well ever since. So have a number of other people.

He soon took his place as a leader in San Francisco's trade union movement. He served as a member of the General Strike Committee of 1934—an incident he still is convinced was necessary at the time but is certain could never happen again because industry now has accorded labor the dignity of recognition as a full-fledged member of negotiating sessions.

### DEVOTED TIME

Since that time, Del Carlo has devoted his time and effort to improving the lot of labor—and taking part in politics on the side. This division of energy is necessary, he believes, because under the present system, labor can achieve a guarantee of some of its gains only through political action.

Throughout the years, both as a labor leader and a politician sometimes holding public office and thereby assuming the responsibility for government, he has maintained his faith in the capitalistic system as the best means of providing the greatest benefits for labor.

He has followed the Socialistic experiment in England with close attention and is convinced that such a type of government and economic operation is a failure.

Del Carlo believes there is a definite area of separation between public and private ownership of basic facilities, to illustrate his conception of the individualistic qualities of government and business.

He believes that government should step in and take control of a project only when its magnitude and scope is too great for private enterprise to handle. The Central Valley Project of California is such an example. But, he believes, government should go beyond its basic responsibility.

While it is perfectly permissible, in his opinion, for the federally owned and operated Central Val-

ley Project to produce electrical energy, its retail distribution and sale should be handled by the private utility industry, in this case, the Pacific Gas and Electric Company.

### DIVISION NECESSARY

This division of authority and operation is necessary, he contends, to maintain competition in the basic and fundamental fields of endeavor.

If the PG&E, for example, handled both the generating and distribution of energy, he says, a monopoly would result. The same condition would result from government ownership of generating and distribution facilities.

"But with the two organizations in the field," he says, "there is competition and that must be maintained for the general and over-all welfare and benefit of the people."

This belief in the necessity of competition also is a factor in his summation of what is good for government. With all the professional labor leader's bitterness for the Taft-Hartley Act, he says he believes that such individuals as Senator Robert A. Taft of Ohio, "Mr. Republican Himself" are good for the nation.

It is his action and activity that provides the necessary competition for the present Truman administration which might otherwise become a bit too monopolistic for the ultimate welfare of the country and its citizens.

### KEFAUVER COMMITTEE

He also believes in the activities of the Kefauver Committee and was particularly pleased with the Committee's action concerning Arthur Samish, the California lobbyist who sometimes confuses himself with the elected officials of the state and usurps their power.

The Kefauver Committee activity is necessary to cut some individuals down to size and also to alert the nation to the dangers of criminal infiltration of business and government.

Del Carlo has had personal experiences with the problem of infiltration of undesirable individuals into an organization. He took an active part in purging the gangsters and racketeers from the unions with which he is associated long before Westbrook Pegler became aware of the situation.

Despite Pegler's slightly restrained criticism of labor, Del Carlo believes the columnist has performed a good service for legitimate organized labor by focusing a spotlight on one of its deficiencies.

Del Carlo also has considered the problem of Communists in the labor movement. They have been controlled successfully, he says, but still are active in labor. Now they have gone underground and

"it is hard to put the finger on them."

Communism and good trade unionism are not compatible territory, he says. The Party does not sponsor or permit free trade unions, says. It also opposes arbitrarily a fundamental of good trade union practice. A union, he says, must be "flexible" and grant "give and take" and cannot follow a rigid "party" line if it is to be successful.

"The Communists are in labor only to cause unrest and confusion," he says.

That implies that the Communists are not in labor to benefit the members of the union but only to serve their own purpose which it may be ventured, is destruction of the system that has spawned the automobile-owning, home-owning trade unionists of the United States.

### SOCIAL REVOLT

The social revolution that began with the first Roosevelt Administration has been conducted within the framework of Capitalism, Del Carlo believes. He says it has been more beneficial to all concerned—both management and labor—than anything that could be accomplished by the Communists.

During his more than twenty years of work for the benefit of labor, Del Carlo has made a great contribution to the welfare of the city and the region. San Francisco and California would not be thriving, bubbling, pulsing economic area attracting world attention if it had not been for the effort and integrity of labor leaders such as Del Carlo.

And because Del Carlo is representative of those spokesmen of labor who have fought in the fashion for the preservation of the capitalistic system, he—and they—deserve equal commendation with those who provided the capital.

Which is only right. Capitalism in its essence is teamwork between management and labor for the benefit of all concerned.

Summer means that children are spending more time out-of-doors, and the chances of traffic tragedy in the streets are increased, the National Safety Council warns. Motorists should remember that more than three-fourths of the child traffic deaths result from children crossing between intersections, coming from behind parked cars or playing in the roadway.

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New Officers of the Chamber's Junior World Trade Association (above) began their duties this week. (Left to right) — They are Don F. Bechter, President; John A. Sweeny, Vice-President; Ken Hollingshead, Secretary, and Russ Wilson, Treasurer.

## Junior World Traders Elect Bechter As New President

DON F. BECHTER, head of the inbound freight department of Trans-Pacific Transportation Co., was elected president of the Junior World Trade Association of the San Francisco Chamber of Commerce at a meeting Thursday, July 12, of the group's new board of directors.

Bechter, a graduate of Stanford University, joined the shipping firm four years ago. He is a resident of Burlingame where he attended high school. A director of the junior traders' group for a year, he also served as entertainment chairman.

Other officers elected by the association are: John A. Sweeny, remains Fund Insurance Company, vice-president; Ken Hollingshead, Standard Oil Co. of California, secretary, and Russ Wilson, Jr., Frazar & Hansen, Ltd., treasurer.

Directors elected to office are: Harold S. Gilbert, Jr., Standard Oil Co. of California; James C. Heinicke, Atkins Kroll & Co.; Peter R. Mayor, Pacific Metals Co., Ltd.; Walt Reidelberger, American President Lines, and Frank Van Meurs, Otis McAllister Co.

The new officers and directors will be presented to the membership at the association's meeting Wednesday, August 1.

The association was organized in 1938 as one of the first world trade groups in the United States serving young men in the world trade and shipping fields an opportunity to meet and discuss mutual trade problems and to hear reports from experts in their field.

## Companies Here Cited for Distinguished Service

Moore Business Forms, Inc., eastern division and Pacific Telephone and Telegraph Company re-

ceived the California Fire Prevention Committee's annual awards for distinguished public service in forest fire prevention, it was announced recently by State Forester DeWitt Nelson, chairman of the committee.

## Port Officials Appointed To National Committees

J. G. Bastow, assistant port manager and assistant chief engineer of the Port of Oakland, and Walter J. Breen, chief port accountant have been appointed to important committees of the Airport Operators Council, national organization of the nation's leading air terminals.

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AUGUST, 1951  
VOL. 18—NO. 8

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THE MAGAZINE OF GOOD GOVERNMENT



**RICHARD DOUGLAS BRIGHAM, Vice-Pres. and Director**  
**Anglo California National Bank of San Francisco**

(See story on Page 3)

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AUGUST, 19

## Around and About

By WHIT HENRY

POMONA COLLEGE has an alumnus in Los Angeles named Darsie Darsie; a radio singer has the name of Thomas Thomas; a San Francisco businessman carries on in life as Safer Safer. There are also in San Francisco a Fong Fong Bakery, a Lucky Lucky Restaurant and a Gen-Gen Cafe. We suggest a convention be held with the warden of Sing Sing presiding, in the city of Walla Walla, or in New York, New York.

As part of the entertainment program why not have some chorus cuties give a Can-Can dance while making Goo-Goo eyes at the delegates. They in turn could laugh "Ha Ha" as they give them all the Double O!

\* \* \*

I DELIGHT IN EATING good food tastily cooked but my waist line shows it! If you want to lose four to eight pounds, quickly, here is a two day diet that works! For breakfast, two soft boiled eggs and one cup of black coffee, no sugar. For lunch eat all the steak you want but it must be broiled; also one cup of unsweetened black coffee. For dessert eat six good sized stewed prunes, eight if they are small. Under no circumstance are you to use salt on your eggs or steak, or sugar in the coffee. And the steak must be broiled and not fried. Chemical reactions will take off excess poundage for you.

\* \* \*

### PERSONALITY IN BUSINESS

is a rarity, but paradoxically, millions of dollars are spent annually for "public relations," which is another term for business personality. In the final analysis personality can be achieved but not purchased. Gene Kirby, a news vender on the northeast corner of Post and Mason has personality but doesn't hire a "public

relations" expert. His news stand has a sign that tells the potential buyers to "Choose the News!" (Continued on Page 11)

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# RICHARD DOUGLAS BRIGHAM

## Vice-President and Director

### Anglo California National Bank of S. F.

By WILLIAM FLYNN  
Special Writer — The Record



RICHARD DOUGLAS BRIGHAM  
Vice Pres. and Director  
Anglo Calif. Nat. Bank of S. F.

RICHARD DOUGLAS BRIGHAM, vice president and director of the Anglo California National Bank of San Francisco, does more than fidget with digits.

He is just the opposite of the mythical banker whose glass eye more easily registered human sympathy than did his operating optic. Mr. Brigham is a friendly individual of character and principle who more eager to help people than to disappoint them.

Yet, he isn't inclined to be pushed around and has been known to reach the point of no return.

He sells service to the individuals of the public who need assistance in a financial way for various reasons, logical reasons.

In doing this he is carrying out the principles of the bank whose destiny he helps direct. His job and the job of every member of the bank's staff is to make the services of the institution easily available to the qualified public.

#### SELLING JOB

But the job of selling consists of something more skillful than going out and beating the public over the head with a singing commercial whose background music is a volley of pistol shots or nerve racking drum beats in broken rhythm.

The Brighams of the banking profession employ more diplomacy in their sales efforts. This is necessary because modern banking is intimately linked with all phases of community life. Forces are so inter-locked and meshed that pulling one may be pushing another. These simultaneous forces could cause considerable confusion unless applied adroitly.

#### BRIGHAM'S SKILL

Brigham's skill at keeping everything moving in the same direction at the same time has won him distinction in his professional field. Currently he is president of the California Bankers Association. This makes him spokesman for the profession in the nation's second most populous state.

With the routine problems of trying to keep members of the profession happy, Brigham has the added responsibility of trying to keep the profession in step with

the nation's fiscal policies, a neat trick if he can do it. The nation's fiscal policies often seem a bit confused, with the Treasury Department, the Federal Reserve Board, and the Congress sometimes failing to agree.

In issuing his first statement as president of the Association, Brigham seemed to touch all four bases. He said:

"Banks, in addition to caring for the financial needs of their customers, are co-operating in every way possible with the government in its defense program.

"If this program should be further accelerated, the banks may be expected to perform whatever extra financial duties they may be called upon to assume.

#### EXPERIENCE GAINED

"The experience banks gained during World War II in handling a wide variety of special assignments for the common cause is of great value to the nation.

"Such a stepping up of the defense effort would mean that in certain critical areas the demands on banks for service might be greatly increased.

"This could result in further congestion in bank lobbies, and it may take a little more time for bank depositors to cash checks or make deposits, but I am sure the depositors will understand.

"Through the years, banks have always endeavored to promptly meet the needs of their depositors. If larger quarters were required they were furnished as soon as possible.

"Since the end of World War

II, many banks have built new structures or enlarged and modernized present buildings in order to provide better and more efficient service to depositors. As soon as general building conditions permit, many banks will again engage in modernization programs.

"With respect to inflation, banks are co-operating wholeheartedly with the government's program for voluntary credit restraint.

"The purpose of the program is to provide adequate credit for defense and essential civilian activities. Accordingly, banks are examining loan applications to determine whether they commensurately increase or maintain production, processing and distribution of essential goods and services.

#### BANKS REQUESTED

"Generally speaking, banks under the program for voluntary credit restraint are requested not to make loans for the acquisition of existing companies or plants where no over-all increase of production would result, or make loans for speculative investments or purchases."

When Brigham makes such a statement, there is nothing extraordinary about the trend of the remarks nor their scope nor their

meaning when they come from him. He is as profound as the mythical banker is supposed to be but is sufficiently human to make understandable the theory of selling service that is the byword of the institution he represents.

Richard Douglas Brigham was born in Oil City, Pennsylvania, on May 5, 1892, the son of Charles F. Brigham and Margaret Jack Brigham. He was educated in the public schools of his native city and attended Allegheny College and the University of Wisconsin. He came to San Francisco in 1913 after a tour of duty as a salesman of glassware in a territory bound-

(Continued on next page)



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**RICHARD D. BRIGHAM**

(Continued from Page 3)

ed by Richmond, Virginia, and Jacksonville, Florida.

In San Francisco he operated a small advertising agency for a time and then was named advertising manager of the Sperry Flour Company. He became a member of the banking profession in 1919 with a predecessor organization of the Anglo Bank, the Anglo-California Trust Company.

On September 28, 1914, he married Gladys E. Tiernan. Of the union were born two sons, Richard Douglas Brigham, Jr., and John Allen Brigham. The sons now are San Francisco Peninsula business men.

**VICE PRESIDENT**

Now Brigham is a vice president of the Anglo Bank and a member of the important loan committee. As a senior officer, he has a hand in making the decisions required to keep the bank operating. It is an institution rooted deeply in the history of San Francisco.

J. Seligman & Company, an affiliate of an old firm of bankers and merchants of New York, London, Paris, and Frankfurt, opened an importing office in San Francisco in 1850.

The firm found that its activities were more and more concerned with banking as its importing activities increased with the development of the area. As a result, the office established a general banking business in 1867. Six years later the officers transferred its banking business to a corporation.

**FINANCIAL CAPITAL**

At that time, London was the financial capital of the world. Naturally, the new banking firm was named The Anglo-Californian Bank, Limited, and as the first Anglo Bank was incorporated on April 5, 1873.

In 1909 this firm was merged with another pioneer California bank, The London Paris National Bank. This merger was made under the laws of the United States as a national banking association. The name of the new corporation was The Anglo & London Paris National Bank of San Francisco.

As national banks were not permitted to conduct trust or savings operations at the time, the Anglo-California Trust Company of San Francisco was formed to conduct those activities.

The bank assumed its present name and corporate structure in 1932 with the merger of the two Anglo institutions. Now the bank operates twelve offices in San Francisco, has six other offices in the San Francisco Bay Area, and twelve branches in the interior of

California, ranging over the area from Redding to Bakersfield.

In its modern method of operation, the Anglo Bank considers itself a "department store" of finance. The merchandise of the "store" is the service that may be given to those who want to find a dollar or two to make a dollar or two.

**MANY SERVICES**

The bank has a multiplicity of "merchandise" to sell. Here are some of the major items:

Insurance premium financing which, the bank says, eliminates the inconvenience of paying insurance premiums in a lump sum and places the obligation on a basis of liquidation in small monthly payments.

Investment services which include the sale of Savings bonds, as well as other government bonds. This service also requires the bank to assume the role of agent in executing customers' orders for the purchase or sale of securities.

**MONEY ORDERS**

Money orders for those who wish the convenience of a check receipt but refuse to assume the burden of keeping the correct balance on the check stubs.

Personal loans which anyone understands.

Property improvement loans for modernization of real property. Payment is spread over 30 months or more.

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Safe deposit boxes for the storing of valuable papers.

Savings accounts which have attracted more than 150,000 citizens of California.

Travelers cheques which make paying the cost of a vacation or trip an easy transaction after the cheques are acquired at the rate of 75 cents per \$100.

**TRUST SERVICES**

Trust services for those who wish the Trust Department to act as executor, administrator, guardian, trustee, escrow-holder, transfer agent, registrar, depository and in other fiduciary capacities. This service can help plan estates to minimize estate shrinkage and care for securities and other property.

Automobile financing, an old reliable of the Anglo Bank, which was the first bank in the United States to make bank credit available to the public for automobile financing.

Automobile loans which permit an individual to borrow on his car.

Banking by mail to save time

(Continued on Page 10)

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## C. of C. Urges Removal Of Van Ness Street Car Tracks

**STREET CAR TRACKS** are no good without power lines, and thus, short of their usefulness, are only hazardous and discouraging to the smooth flow of traffic.

This declaration furnished the basis for a request made Friday, July 13, by the San Francisco Chamber of Commerce to the Board of Supervisors that all remaining tracks on Van Ness Avenue, 11th street and Potrero Avenue be "immediately removed."

Belford Brown, chairman of the chamber's Traffic and Highway committee, said the request was made as a result of action by the organization's board of directors on July 12 in which it was pointed out that "funds are available for the removal of these street car tracks and should be used now."

"With the rising cost of such work any delay means that the available funds may not be sufficient," the board's report continued.

"The removal of tracks on Van Ness, 11th and Potrero would have the advantage of permitting a smoother flow of traffic. Driving in street car tracks, which is always hazardous, particularly in wet weather, would be eliminated."

Brown pointed out that power lines and stanchions for the wires have long since been removed and that the cross-over at Market street has been repaved and "islands" have been installed.

He said the cost of reinstalling street car service on the streets is a question would be prohibitive and that therefore "the job should be completed."

### City Planner to Quit

Francis Violich, senior city planner in the San Francisco Department of City Planning, will leave city service this month to become an associate professor of landscape architecture at the University of California in Berkeley.

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## S. F. Real Estate Groups Merge Into One Board

The city's two real estate organizations voted unanimously last week to merge into the San Francisco's Real Estate Board, the Nation's fifth largest real estate organization.

The merger plan, long debated, was agreed upon recently by directors of the city's Real Estate Board and Real Estate Assn. and submitted to the memberships for approval.

The Real Estate Board's 780 members voted, in person or by proxy, at a 3 p.m. meeting in the Palace Hotel. The Real Estate Assn.'s 604 members voted five hours later at the California Club, 1750 Clay Street.

The new board, with 1,384 members, becomes the fifth largest group within the National Assn. of Real Estate Boards. All the members, as realtors, must abide by the board's established code of business ethics.

F. Burt Hulting, who continues as president of the Board, praised the merger as a move to "benefit the real estate business, the property-owners and the community as a whole."

## BAN NOTARY FEE FOR LOYALTY OATH

Notaries public are forbidden by law from charging fees for administering the loyalty oath to civil defense volunteers, Major General Walter M. Robertson, state civil defense director, warned recently.

All civil defense volunteers are required by state law to take the loyalty oath. General Robertson said he had been informed of instances in which such volunteers were charged fees.

## Swank Is New Head Of Mission Lions Club

Everett R. Swank of 1220 Quintara street has been elected president of the Mission Lions Club, succeeding Anthony J. Wiechers.

Other newly elected officers are Ralph Roads and William Menary Jr., vice presidents; Fred Simon, secretary; Fred Daniel, treasurer; Ernest Steffen, lion tamer, and Dr. Harry Levin, tail twister.

## Richmond Maps Fight to Get Federal Shipbuilding Work

The City of Richmond is planning an all-out fight to secure shipbuilding contracts for the long idle yards on the Richmond inner harbor.

Pointing out that a series of Government shipbuilding contracts have been awarded to Atlantic seaboard yards to the almost complete exclusion of the Pacific yards, Mayor D. M. Bradley appointed a citizens' committee to collect information and submit it to Washington.

The committee includes a cross-section of western Contra Costa County labor, industrial, veteran, business and fraternal leaders.

## CUT OCCUPATIONAL MISHAPS ON MUNI

Operational accidents involving Municipal Railway rolling equipment declined 6 per cent during the first six months of this year, compared with the like period in 1950.

Paul J. Fanning, director of the railway's bureau of personnel and safety, said there were 3,329 operational accidents between January 1 and June 30. There were 3,522 during the corresponding period last year.

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## General Electric's XRD-3 Electronic Marvel Great Aid in Research

A VERSATILE ELECTRONIC INSTRUMENT that can "see" through solid matter is performing rare scientific tricks these days at Navy's Radiological Defense Laboratory on Hunter's Point.

It is the General Electric XRD-3 diffraction apparatus, an analytical device that can detect the chemical and physical properties of items which come under the scrutiny of its X-ray "eye."

Not only can the XRD-3 identify the composition of an unknown material, it can also be used to determine the amount of each component present. And its findings may be read directly.

This combination of skills has made the instrument a boon to a half dozen major scientific organizations in the Bay Area, perhaps the most important of which is the Navy's Defense Laboratory.

There under the skillful direction of Dr. Thomas H. Anderson, civilian chemist from the University of Washington, the XRD-3 is aiding in research which may one day save the lives of San Franciscans in an atomic attack.

One of the latest of the General Electric Company's aids to industrial and academic research, the XRD-3 was developed several years ago and has been improved twice since.

Three units—the X-ray "eye," a Geiger counter which reads the findings of the eye, and a continuous recorder—are the principle components of the apparatus.

### RESEMBLES DESK

In appearance, the installation resembles a broad, white-enameled desk. This "desk," or console, houses the X-Ray, counter and tube circuits. The recorder may be mounted on a nearby wall.

As a scientific "detective," the XRD-3 can put on an impressive

performance. It can tell you the amount of pure gold in your teeth as readily as the percentage of virgin wool in your suit.

Industrially and academically its potential seems unlimited. It is of use in virtually every field of research, a boon to chemists, metallurgists, physicists, geologists, soil experts.

### AIDS DEVELOPMENT

It has played a part in the production of better auto storage batteries, aided in the development of Nylon, cut the cost of pigment in white paints, helped produce purer drugs and soaps.

The device performs its detective functions by grace of diffraction, the natural phenomenon which causes any form of wave motion, such as X-ray, to "bend" around an obstacle in its path.

Since every material bends the ray in a different path or set of paths, a scientist who knows his paths can promptly determine with his XRD-3 what materials are in his sample.

These "paths" are technically known as the diffraction patterns



### GENERAL ELECTRIC'S XRD-3 DIFFRACTION APPARATUS

Top: Dr. Thomas H. Anderson, Chemist, graduate of University of Washington, inserts sample of metal in instrument for X-Ray Crystallography. Above: With electronic apparatus in operation, Dr. Anderson reads recorded stylus track on wall which indicates findings of XRD-3 electronic brain.



DR. ANDERSON takes direct readings from General Electric's XRD-3 which show diffraction path of material being examined. By comparison with known values already charted, material's components may be determined as well as percentage amounts.

of the sample. They provide science with a foolproof system for "fingerprinting" matter.

Every material and, moreover, every variety of the same material, has its own individual fingerprint. Once this print is known,

the substance can be detected hence in any combination.

Strangely, mere change in physical shape alters the pattern. For example, steel drawn into a wire will differ in pattern from sheet.

(Continued on next page)



**Electronic Eye**  
(Continued from Page 6)

teel, spring steel from brittle steel.

As a result, the research man can classify his patterns according to such physical properties as ductility, elasticity and malleability.

Identifying an unknown is no trick at all for the XRD-3. Its X-ray eye probes the specimen

under study, its 50,000 volt, 68-tube electronic brain identifies the unknown and the results are transmitted to the Geiger counter.

The counter in turn dictates its finds to the recorder stylus, which marks a continuously moving roll of graph-like paper. The scientist can interpret the markings on the roll at his leisure.

Some 500 XRD's, both early and late models, are now in operation throughout the country. A typical

installation costs about \$17,000.

The device was recently demonstrated to Bay Area scientists at local G-E X-Ray Department

Headquarters, 1269 Howard St., under the supervision of Larry M. Rasmussen, San Francisco district manager.

## East Bay Municipal Utility District Effects New Standby Meter Rates

**CHANGING A RATE** established in 1919, the first standby meter charge from 50c to \$1.00 per month as a result of action taken by the Board of Directors of the East Bay Municipal Utility District.

There will be no increase in actual water use charges, which have steadily decreased during the operations of the Utility District since 1923. However, a minimum water use charge of 66c per month has been established equivalent to 300 cubic feet of water consumption. It is estimated that approximately 80% of all the domestic water users now use in excess of this 300 cubic feet per month and therefore will not be affected by the establishment of the minimum charge. Customers using less than 300 cubic feet of water per month will pay the minimum charge regardless of the amount of water used.

Corresponding increases in the standby meter charges and minimum water use charges have also been established for the larger consumers, based on the size and capacity of the larger water meters.

Without changing the basic water use rates now in effect, there have also been established two additional rate blocks which will offer water at 10c per 100 cubic feet for consumption in excess of 633,300 cubic feet per month, and at 9c per 100 cubic feet for all consumption in excess of 1,233,300 cubic feet per month.

At the same time that these changes go into effect, on July 1, 1951, the present charges levied by the Utility District against the

cities and fire districts for fire hydrant service will be discontinued, and these costs will be assumed by the Utility District as a part of its regular costs. Under this new policy, the cities and fire districts will be required to pay only the original cost of each fire hydrant installation, replacement, or removal.

Commenting on the new charges, Louis J. Breuner, president of the Board of Directors, stated: "During the period of Utility District operation since 1923, water service costs have at least doubled, along with the cost of most other commodities and services. Additional revenue is now required in order adequately to maintain and improve our water system and cover higher operating expenses. We feel that increasing the water meter service charges up to the point of present-day costs is the most equitable method of securing the necessary additional revenue."

"The establishment of the minimum charges was made in order to assess more equitably the proportionate share of the cost of the water system against the relatively few customers who rely upon district water either for standby purposes or use such a small amount of water each month that the cost of serving this group is far in excess of the revenue received.

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**PASSENGER SERVICE AWARD TO SP**

The annual "Passenger Service Progress" award of the Federation for Railway Progress was presented to Southern Pacific recently at the federation's annual dinner in Chicago. The award was made in recognition of SP's outstanding postwar program to improve passenger service, the federation said.

Specifically, the federation in making the award pointed to the fact that "The SP added four new streamlined trains to its fleet and put 119 new passenger cars into service during 1950."

The award was a bronze plaque, presented by Walter J. Touhy, president of the Chesapeake and Ohio Railway, and accepted for Southern Pacific by L. C. Ioas, passenger traffic manager.

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## Municipal Judge Kennedy Dies in Oakland at 74

A half a century of legal work, both in private practice and on the bench, was ended recently with the death of Oakland Municipal Judge Joseph A. Kennedy. He was 74.

Judge Kennedy had suffered several severe heart attacks in the last year.

He was born in San Francisco, but did most of his law practice in Oakland, following his graduation from St. Mary's College. The Alameda County Board of Supervisors appointed him a judge in 1935.

He leaves a son, Joseph Jr., and three grandsons in Oakland; three sisters, Mrs. Thomas Stack and Mrs. James Mallon of Oakland, and Mrs. Charles Jordan of Los Angeles. Services were held at the John J. Cox Piedmont Memorial Chapel, with interment at Holy Sepulcher Mausoleum.

## COMMITTEE OK's REOPENING BASE

The armed services committee of the House of Representatives has approved the Air Force project calling for the reopening and rehabilitation of Camp Shoemaker, in Alameda County, at an estimated cost of \$58,422,000.

Camp Shoemaker, which was a Navy installation during the last war, will be reopened as one of the nation's largest installations for basic training of Air Force recruits, Washington dispatches indicated. At the same time the committee approved training facilities in Texas, Illinois, Wyoming, Mississippi, and New York.

## CHAMBER URGES EXTENSION OF PRIORITY RATINGS

The San Francisco Chamber of Commerce has gone on record as favoring an extension of the procedure for granting priorities on goods and equipment for export shipments.

Alan J. Lowrey, Chamber President, wrote to Charles E. Wilson, Defense Mobilizer, Friday, June 29, urging such action on the part of the Office of Defense Mobilization.

Lowrey's letter said, in part, "We (the Chamber) have been particularly concerned with the problem of assuring an adequate flow of goods and equipment to our overseas allies because the initial effort in this direction has been restricted to Controlled Materials Plan items—steel, copper and aluminum. Priorities are granted for export shipments of these products only.

"We believe that this procedure should be expanded, since it is our local experience that export licenses not accompanied by Defense Order ratings are ineffective and shippers have considerable difficulty securing supplies of many non-CMP goods."

The action taken by the Chamber was the result of a careful study of a policy statement issued by Wilson on May 29, according to Lowrey.

The request from the Chamber mentioned Wilson's view that the essential flow of supplies to the free nations was of importance. The letter asked that such a policy be made more effective from the administrative point of view by granting authority to the Office of International Trade to issue priorities when export licenses are validated for materials not now covered by the Controlled Materials Plan to assure their movement to the free world.

## NINE ROTC UNITS HONORED HERE

Nine San Francisco high school ROTCs have been designated honor units on the basis of the annual formal inspection made during the spring semester, Sir Army headquarters, announced.

Lincoln, Balboa, Commerce, Grilleo, Washington, Lowell, Mission Polytechnic and St. Ignatius High Schools have ROTC units "which have attained an exceptional high standard of training and discipline," an Army spokesman said.

Only seven other high schools in northern California were similarly honored by the Army. They are Alameda High School, Castlemont, Fremont, Technical and Oakland high schools in Oakland and C. K. McClatchy and Sacramento high schools in Sacramento.

## ASSOCIATES FETE WESTHOUSE AIDE

Some 100 business associates attended a dinner July 10 in San Francisco Engineers Club, honoring Earl A. Slater, Berkeley, a assistant to the Pacific Coast district manager of the engineering and service department, Westin house Electric Corporation, upon his retirement.

Slater, graduate of the University of California, joined the company in 1920 in East Pittsburg Pa., transferred here in 1926.

## Western Air, Standard Oil Sign Three-Year Pact

Western Air Lines has signed contract with Standard Oil Company of California for its Pacific Coast aviation gasoline requirements for the next three years, two companies announced.

Standard has been a supplier Western Air since it was organized in 1926. Terrell C. Drinwater, president of the airline, a R. F. Bradley, manager of Standard's aviation division, signed the agreement.

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## Stevens, Director, Bay Area Council Community Services

F. G. STEVENS has joined the Bay Area Council as Director of Community Services, according to an announcement by Council General Manager Frank E. Marsh. Formerly assistant cashier, Business Development Department, American Trust Company, Mr. Stevens will be active in securing greater participation of civic groups, organizations and individuals in the area-wide program of the Council. He also will work closely with the Council's voluntary air pollution control program, maritime activities and contacts with local community groups.

A resident of Piedmont, California, Mr. Stevens is a graduate of the University of California and Hastings Law School. Before the war he was associated with the Oakland Title Company in business development work, and from 1941 to 1946 served with the U. S. Navy.

Mr. Stevens is president of the Pacific Interclub Yacht Association and on the board of directors of the Pacific Coast Yachting Association. He also is a member of the speaker's bureau, Public Information Unit, U. S. Naval Reserve, 12th Naval District; Athletic Club; Merchants Exchange; Kiwanis; American Legion; and director of small craft, Civil Defense.

## ates Set for Annual City Hall Flower Show

The city's annual Flower Show will be held in the City Hall rotunda again this year, the dates set for August 29 and 30 by action of the Board of Supervisors.

The city supervisors authorized holding of the show at its regular meeting July 9, at the same time approving a budget for the show totaling \$20,476.

The proposed expenditures, include costs for cash awards, ribbons, trophies, operating expenses and capital expenditures.

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## MISSION LEADS IN BLOOD DONATIONS

The Mission District today leads the rest of San Francisco in giving whole blood for fighting men in Korea, with more than 100 persons from the area around Nineteenth and Valencia answering the plea from the armed forces.

Blood donations in the Mission District were organized by Walter Raven of the Charles Raven Motor Company, 480 Valencia St., in cooperation with the Red Cross and Irwin Memorial Blood Bank. A bloodmobile is set up in the Raven showroom.

MYLES STANDISH, vice president and general manager of Service Industries, Inc., a wholly-owned subsidiary of Woodall Industries Inc., of Detroit, has announced that effective July 1, the firm was renamed Woodall Industries Inc. of California.

Standish, in making the announcement said, "The change is in name only. The same service will continue to be offered to San Francisco and the Northern California area as it has been in years past."

Woodall Industries, located at 1970 Carroll Avenue here, fabricate Masonite products used in the automotive, furniture and office equipment fields, and other business home construction.

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**700 Welfare Directors  
In Oakland Conference**

Oakland will be the mecca for 700 welfare directors when it is host to the West Coast regional conference of the American Public Welfare Association Sept. 19-21, inclusive, according to Sam H. Thompson, director of the Alameda County Welfare Commission.

**Richard D. Brigham**

(Continued from Page 4)

and trouble in getting to the bank to stand in line to make a deposit.

Business loans or the granting of credit for business, large or small, "for all sound commercial, industrial and agricultural purposes, on a secured or unsecured basis, long-term or short-term." This department discounts notes, bills, acceptances and conditional sales contracts.

Checking accounts which almost everyone understands.

Collateral loans, or loans made on marketable stocks and bonds, warehouse receipts and field warehouse receipts covering readily marketable merchandise, assigned accounts receivable, cash surrender value of life insurance policies, and other eligible collateral, and also brokers' loans.

**COLLECTION SERVICES**

Collection services including interest and principal collected for customers on notes and other obligations, the collection of drafts for shippers, the discounting of documentary drafts, and a special time-saving collection of checks payable at distant points.

Farm loans, including loans for crop and livestock production and marketing, to finance the purchase of farm lands, buildings, trucks, machinery and other equipment, and commodity loans with specially trained men available to help the borrower.

Foreign exchange bought and sold, the sale of drafts for remittance abroad, the issuance of letters of credit, telegraphic and cable transfers, all accomplished through correspondents in the United States and abroad.

Gift checks—something new and fancy for those you want to remember.

**HAND IN OPERATIONS**

Brigham has a hand in many of these operations—but he appears to take all the problems in stride without a great deal of excitement.

His "office" is a desk in the corner of the main floor of the head office of the bank at No. One Sansome Street in San Francisco's financial district. The echoing noise of all the mechanized accounting equipment requires him to do his thinking in a boiler room atmosphere. He has only one telephone but uses it in a distinctive manner. He is a right hand and right ear telephone man. The average individual goes to the left to use the instrument. His preference may be significant.

He dresses in conservative clothes, favoring grey suits, white shirts and blue ties which complete the effect created by his strong features and iron gray hair. All he needs to be labeled a

"Man of Distinction" in the advertisements is, probably, the presidency of the national bankers' association.

He discusses his work and responsibilities in a careful manner, conservatively and always acutely conscious of not only the meaning of the words but the meaning of inflections.

**UNLIKE INDIVIDUALS**

Unlike some individuals who are prominent in the life of the community, Brigham does not make a great show of his civic work. He frankly admits he undertakes such activities only when the work does not interfere with the practice of his profession.

"After all," he explains, "the bank pays my salary."

His non-professional or non-career activities may be indicated by a resume of the offices he has held.

He is president of the Loring Club and Loring Club Foundation; a past president of the San Francisco Commercial Club; a director of the Olympic Club; a director of Tide Water Associated Oil Company; a member of the Advisory Committee of the San Francisco Clearing House Association; a member of the Advisory Committee of the San Francisco Chapter of the American Institute of Banking; and a member of the Association of Reserve City Bankers. He also is a member of the Bohemian Club, the Lakeside Country Club, the Press and Union League Club, and the Commonwealth Club.

**BRIGHAM OPTIMISTIC**

In agreement with most bankers of California, he is optimistic concerning the future of the region. He believes California will hold the economic gains it made during the industrialization of the West to meet the production demands of World War II.

Particularly significant in this respect is his observation that Easterners are investing more and more money and effort in California. They consider the region not only one that can be exploited profitably marketwise but one that is a pleasant place in which to live.

The principal problem of the region, he believes, is providing jobs for the residents of the state and the thousands who continually migrate to California to seek their fortune in the sun that provides a pleasant future.

With more than 30 years experience in the banking profession, Brigham believes that it offers a considerable opportunity to a young person seeking a permanent means of livelihood.

"It is good if he has patience," he says. "Advancement is sometimes not as rapid as in other professions."

But, he points out, "most of the officers started at the bottom."

Security is the main attraction for the newcomer in banking, he believes. This includes such working conditions as the five-day week, pensions, hospitalization and group life insurance.

The booklet the bank provides each new employee to acquaint him with the general policies of the institution, sums up Brigham's estimate of banking as a career. It says:

"Bank employment is inherently more stable than many other types of work. For those of us who are suited to it, it offers permanence and opportunity for advancement as we develop our abilities."

**BANK BOOKLET**

The booklet then offers the "Helpful Hints For Your Success:"

1. You want YOUR personal affairs to be kept confidential; other customers want the same of theirs. Never talk about customers' affairs in such a way that a fact about any customer is revealed to anyone not privileged to know about it.

2. To inspire confidence, be right. Never guess about a procedure . . . never give out information until you are sure it is correct.

3. Increase your knowledge to gain prestige. Banking is more than a job; it is a profession, service rendered by highly trained and specialized people. The more we know, the more our services will be sought and relied upon.

Brigham's position is proof that formula is workable if the individual follows directions.

**Bank of Berkeley**

An increase of \$1,187,667 in deposits during the year to June 30 for a total of \$7,758,867 is reported by the Bank of Berkeley. Resources climbed from \$7,105,976 to \$8,354,524, said Richard E. Johnston, president.

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WHIT HENRY

(Continued from Page 2)

"Call for the Call." To every customer he gives a warm smile and a cheery "thank you." In his private life, his wife is teaching him to read Braille. They are both blind.

\* \* \*

VERY FEW PEOPLE are aware of the fact that the ordinary post card can travel by air mail for only four cents. In fact, four cent air mail post cards can be purchased at any post office. Ask for some the next time you buy stamps.

\* \* \*

GIVING OF PRESENTS for wedding anniversaries is a pleasant custom. The three most important anniversary celebrations are known as the silver wedding, after 25 years; the golden wedding, after 50 years; and the diamond wedding after 75 years. The first anniversary is the paper wedding; the second, straw; the third, candy; the fourth, leather; and the fifth, wooden. Tin presents symbolize the tenth, crystal the fifteenth, and china is the proper gift on the twentieth.

\* \* \*

OFF THE BEATEN PATH is a delightful resort north of San Francisco called the Big Geysers. They are 25 miles northeast of Healdsburg by way of Alexander Valley, or they can be reached by going to Cloverdale and then driving east 18 miles. The Big Geysers, of the steam variety, were discovered in 1847 by a man named Elliot who reported that he had found the gates to the inferno. The canyon and surrounding territory is a natural park of 4,000 acres with gorgeous scenery, many boiling springs, volcanic vents and fumaroles. The canyon itself is a half mile in length. On the canyon walls lie beds of vari-colored salts like brilliant paint drops from a giant brush. The round trip to the Big Geysers can easily be made

in one day but if you plan to stay longer it is advisable to make reservations as accommodations are limited.

\* \* \*

MANY PEOPLE who drive cars are of the opinion they should turn on their lights only when driving at night. For their own protection, lights should be turned on when driving in heavy fog. This is especially true in San Francisco, where motorists tend to speed on their way to work over Portola Drive or along 19th Avenue; these are bad spots that are often shrouded in fog, while nearby the sun is shining. Some drivers put on their parking lights, but in a heavy fog they are not sufficiently bright to do any good. When driving in fog, turn on your lights!

\* \* \*

THE PRO FOOTBALL season will soon be here and once again the 49ers will perform for the faithful of San Francisco. It is this writer's opinion that at the close of the season the local team will be high in the league standing. This is based on the opinions of competent observers that Buck Shaw, the popular 49er coach is as talented as any in the business. This year he has good material with which to work, and the team spirit is there. Good luck to you all.

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SEPTEMBER, 1951

VOL. 18—NO. 9

SUBSCRIPTION

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SAN FRANCISCO AND THE BAY AREA

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**MOST REVEREND JOHN JOSEPH MITTY, D.D.,  
Archbishop of San Francisco**

(See story on Page 5)

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## Around and About

By WHIT HENRY

**DO YOU REMEMBER** the ferry boats that used to run with regularity across the bay? They are gone but not forgotten; and in the delta country there are many small ferries crossing the sloughs that wind around the countryside. If you are in a mood for touring and want to again travel on a ferry there is one that crosses Steamboat Slough just north of Rio Vista. And to make your trip doubly enjoyable and to impress upon your memory that you are again on a ferry boat the name of this noble ship is "The Real McCoy."

\* \* \*

**IT HAS BEEN SAID** that all San Franciscans like a celebration.

That may be true but they don't want anything unless it is genuine. The Portola Celebration was a flop

(Continued on Page 22)

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on what to do in  
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# MOST REVEREND JOHN JOSEPH MITTY, D.D.

## Archbishop

### Archdiocese of San Francisco

By WILLIAM FLYNN  
Special Writer — The Record

THE MOST REVEREND JOHN JOSEPH MITTY, Archbishop of San Francisco, observes the twenty-fifth anniversary of his consecration as a Bishop of the Roman Catholic Church September 8.

The occasion will be observed with proper and well-deserved tributes and congratulations. None, however, will sum up the achievements of this man who has served his city, his state, and his nation by serving well his God.

His accomplishments have been more than spiritual. They also have been material. He has enabled hundreds of thousands of men and women to improve their temporal lot, by living—according to their beliefs—within the limits set by the absolute truths of natural law.

Schools, hospitals, churches, homes for homeless, neglected children are among the actual benefits he and the people of his Church have given the region.

#### ACCOMPLISHED

All this, accomplished without ostentation, has been his responsibility. Yet, none belongs to him. His office and person are little understood by the great majority of the citizens of the community in which he is the personification of a vital force, his Church and its people.

He seemingly is a stern man. Yet the air of sternness is merely a facade to hide parental concern for those who make childlike use of their lives.

He is a dignified man. He brooks no disrespect for the Archbishop of San Francisco. Yet he is no more sensitive concerning John Joseph Mitty than is any self-respecting man.

#### WORK

His work is not all concerned with the spirit. As he explained during his sermon at the dedication of the St. Charles Church and school in San Carlos, he does not, as some individuals might believe, spend all his time on his knees in an ecstasy of prayer. He devotes much of his time to worldly problems.

Fulfilling his obligations as a Bishop of the Catholic Church, he must solve administrative puzzles

that would challenge the ability of a great business executive.

These involve not only the exacting task of balancing credits and debits on a six figure scale. He also has personnel problems that concern the most intimate life of men and women.

He also must walk carefully in the manner of a diplomat a narrow path circumscribed by convention and principle as it winds among the affairs of local, state, national, and sometimes international politics.

#### OUTSTANDING

He has done all these things in a manner that makes him one of the outstanding native born churchmen in the United States. The greatest efforts of his career have been devoted to the Archdiocese of San Francisco that includes the 13 major Northern California counties.

The life of John Joseph Mitty is, in many respects, a typical American success story. Of humble birth, his ability, energy, and devotion to duty have enabled him to achieve professional distinction—a place in the exclusive hierarchy of the Church. He is one of the nation's 25 archbishops whose parishioners total more than 28,634,878 men and women.

Archbishop Mitty was born in Greenwich Village, New York City, on January 20, 1884, the son of the late John Mitty and Mary Murphy Mitty. He was educated at the St. Joseph's parochial school and the De La Salle Institute in New York and was graduated from Manhat-

tan College in 1901, being awarded a bachelor degree in Arts.

That autumn he began his studies for the priesthood, entering St. Joseph's Seminary at Dunwoodie, New York. He was ordained on December 22, 1906, by the late Cardinal Farley. He resumed his studies at the Catholic University of America in Washington and was awarded the degree of Bachelor of Sacred Theology in 1907.

Granted the opportunity for further professional study, he was awarded his Doctorate in Sacred Theology during July of 1908 at the Major Pontifical Seminary in Rome. He then studied for a year at the University of Munich and returned to the United States to begin his "apprenticeship" as a working priest.

#### ASSISTANT

He served as assistant pastor of St. Veronica's Church in New York City. His next assignment from his Archbishop was to teach Dogmatic and Sacramental Theology at St. Joseph's Seminary. He remained there until the nation entered the First World War in 1917.

He traded his uniform of black for one of khaki, was commissioned an officer in the Chaplain Corps of the Army. He served with the 49th Infantry Regiment and later



MOST REVEREND  
JOHN JOSEPH MITTY, D.D.  
Archbishop of San Francisco

with the 101st Infantry Regiment at Camp Merrit, New Jersey and in France. When the division was in France he learned first hand of the problems of the men who win or lose wars, the combat infantryman. During the historic Meuse-Argonne offensive when the modern American soldier met the test of battle he ministered to his men under fire.

When the momentary peace was written, he returned to New York, again traded uniforms and was appointed Pastor of the Sacred Heart Church at Highland Falls, New York. While he served there from 1919 to 1922, he also was

(Continued on next page)



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**MOST REVEREND JOHN J. MITTY, D.D.**

(Continued from Page 5)

Catholic chaplain at the United States Military Academy at West Point. The Superintendent of the Academy was General Douglas A. MacArthur.

His "apprenticeship" in the Church was concluded in 1926 when, while Pastor of St. Luke's Church in New York City, he was appointed Bishop of Salt Lake. He was the first graduate of his seminary to be raised to the rank of Bishop.

He was consecrated at St. Patrick's Cathedral in New York by the late Cardinal Hayes on September 8, 1926. On October 7, of the same year, he was installed as Bishop in the Cathedral in Salt Lake City, Utah.

**CONSECRATION**

Among those present at the age-old, colorful consecration ceremony was the Most Reverend Edward J. Hanna, whom he was to succeed as Archbishop of San Francisco.

As Bishop of Salt Lake he took over a See that territorially was the largest in the nation, three times greater than the State of New York. It included 20 parishes, and nine educational institutions.

Subject only to the dictates of his judgment and the authority of the Pope, he began using the abilities which have made him an outstanding spiritual and material administrator.

The circumstances surrounding his activity were not without challenge. He was required to strengthen his Church in an area that had been turned from a worthless desert to a lush land by the determined men and women of the Latter Day Saints (Mormon) Church.

His ability as a diplomat was his outstanding characteristic during his administration of the Diocese of Salt Lake.

**SUCCESS**

He achieved success without arousing the ire of non-Catholic fellow citizens of the community. This was accomplished by a mature presentation of his side of the argument. He also disregarded bigoted criticism.

He permitted Monsignor Duane G. Hunt, now Bishop of Salt Lake, to undertake a series of radio sermons. These were designed to appeal to non-Catholics and concerned the doctrines of the Church. They did not demand that the auditors accept them. They asked merely for consideration.

A minority group in the community resented the radio sermons. The Bishop of Salt Lake was advised to answer in kind. He re-

fused. He believes that "controversy never does a bit of good," that any effort that might be considered controversial need be only the "constructive presentation of facts."

He was right. The opposition died and he achieved great stature in the community for his method of handling the problem.

**ADMINISTRATION**

During his administration of the Diocese of Salt Lake, Archbishop Mitty established the See on a sound financial basis, bolstering the meager monetary resources in a manner required to increase the work of the Church.

His Papal appointment as Co-adjutor Archbishop of San Francisco, with right of succession to Archbishop Hanna, was made January 29, 1932, and announced the following February 4. Archbishop Hanna resigned March 2, 1935, for reasons of health and lived out the years of his life in Rome where he died at the Villa San Francisco on July 10, 1944.

Archbishop Mitty's first public statement upon his arrival in San Francisco emphasized his belief that one of the qualifications for a good Catholic is good citizenship. His words also implied that he did not intend to live in a spiritual vacuum, ignoring the responsibilities and duties imposed on an individual by the acceptance of the benefits of citizenship.

**STATEMENT**

He said:

"I come to you today, sent by the Vicar of Christ . . . as a churchman, but I also come as a citizen of this great Republic.

"I come to take up my duties and obligations as a citizen of this great city, as a citizen of this great state, and I am happy to pledge my service, my loyalty and my devotion to the best interests of city and state."

With this definition of policy, his official public statements were issued at rare intervals. He believes that when there is no need for speech it is much better to remain silent. He also knows that an often heard voice becomes monotonous and loses much of its authority. But when he does speak, his words have a prophetic quality and emphasize the little recognized fact that his Church believes man does not live primarily for today but for the future.

His series of public statements concerning the Japanese and war reflects these qualities.

In 1937, returning from the Thirty-third Eucharistic Congress in Manila, he emphasised a subtle distinction between the Japanese

(Continued on next page)

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people and their rulers. He said: "Because of our firm conviction that as a people the Japanese have the capacity to appreciate and to receive the sublime teachings of Christ, we proffer to them our best wishes and a prayer that the gift of Christian faith will be their most cherished possession."

When the Japanese attack on Pearl Harbor plunged the nation into World War II, he pledged full support to our government in the grim task that now faces us."

He added: "It is our duty to prosecute the war with all the energy and with all the resources at our command; but in doing so, let us remember that even war has its laws of justice and humanity . . . we are a Christian people; vengeance has no place in our normal code."

PROFESSION

"While war may be a 'profession,' it is not an end. It is a means: to resolve difficulties, to correct evils, to redress wrongs—he transient things—but its essential purpose is to bring about lasting peace, peace that comes out of order, order that issues from the rule of law, and law which is an expression of justice, which is one of the eternal foundations."

Words such as these had a refreshing quality of maturity especially when they were spoken by a responsible individual amid hysteria that coined such "intelligent" phrases as "slap the Jap" and "twist the Nip."

When the war ended, Archbishopitty issued another statement. He suggested a fundamental fact which only now has been accepted and is the motivating philosophy behind the "peace of reconciliation."

He said: "Our duty now is to restore a war-shattered world, to feed the hungry, to clothe the naked, to house the homeless, to rebuild ruined cities, and above all to put peace, hope and tranquility into the hearts of millions of men, women, and children, everywhere."

ARCHBISHOP

But the Archbishop did more during the years of war than make high-level statements. He worked. He made sure that those members of the Armed Services in the Pacific who required or would accept the work of chaplains were not denied such benefits.

The National Catholic Community Service—USO center at 70 Oak Street was the first USO station to be opened in San Francisco. It was one of the last to close.

During the pre-war years he had encouraged young priests to serve as chaplains in the Civilian Conservation Corps and with the California National Guard. When hostilities started he had a "trained

cadre" available for service. He also suggested the appointment of the Most Reverend Thomas A. Connolly, one of the Auxiliary Bishops of San Francisco and now Archbishop of Seattle, as Vicar Delegate to the Armed Services.

During the war years 37 priests of the Archdiocese served with the military forces. One of them, the Rev. Walter J. O'Brien, was killed in action.

INCIDENT

A little noticed incident signifying the unsung gallantry of the Catholic Chaplains during World War II occurred during the consecration of the Most Reverend Merlin J. Guilfoyle, Auxiliary Bishop of San Francisco, at St. Mary's Cathedral during 1950.

Among the throng was a naval chaplain. The only ribbon he wore was the starred watered blue, symbol of the Medal of Honor.

During this same period, the Archbishop continued to strengthen his diocese. His accomplishments were great.

When the Archbishop assumed his duties in the Archdiocese of San Francisco, he began not only a campaign of repair and rehabilitation but one of expansion.

During the depression years, he carried out a modernization program. This served a dual purpose. It permitted not only low unit costs but provided work, the need of the moment. Later when funds were more readily available, the Archbishop launched a school building program throughout the thirteen counties of his jurisdiction that many consider equal at least in scope to that undertaken by some comparable public agencies.

INVESTMENT

This multi-million dollar investment in private funds for schools alone benefits everyone in the community, a little thought and a few digits on a scratch pad indicate.

The parishioners of the Archdiocese provide their own school buildings, their own teachers, their own maintenance and replacement. This relieves the public taxpayers of such charges. Yet, at the same time the Catholic parishioners are paying one bill for schools they continue to pay their regular school tax. For this, because of choice—and necessity if high quality education is considered—they receive nothing in return.

These individuals do not begrudge this double assessment. To them, the benefits of parochial education far outweigh the cost. But they are a little puzzled by the necessity of paying still a third bill for education.

This is the bill for taxes on the elementary schools they have fi-

(Continued on Page 20)

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# SAN FRANCISCO MEETS CITIZEN'S NEEDS FOR PARKS AND RECREATION



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**GOLDEN GATE PARK** and the small parks and squares of San Francisco provide young and old alike with recreation in its broadest sense. Almost every phase of recreation is available.

Aside from the beautiful scenery, plants from all parts of the world, and the sense of tranquility derived from soft green expanses of lawn, the visitor to the parks will find facilities to satisfy his need for more vigorous recreation. The whole realm of recreational interest is found in the Recreation and Park Department's park system.

The following schedule covers recreation opportunities available the year-round:

### ARCHERY

Golden Gate Park, near 47th Avenue and Fulton Street. Only bales are furnished, bring targets.

Sharp Park, San Mateo County. Only bales are furnished, bring targets.

### BASEBALL

\*Golden Gate Park—"Big Rec"—9th Avenue and South Drive—Two diamonds.

\*Golden Gate Park—Main Drive near 25th Avenue—One diamond.

There are diamonds at Balboa Park, Ocean and San Jose Aves., McCoppin Square, 22nd Ave. and Taraval St., and Parkside Square, 26th Ave. and Vicente Street.

### BASEBALL (Softball)

\*Golden Gate Park — Chalet Field, Park and Great Highway—One diamond.

### BASKETBALL

\*Golden Gate Park Kezar Pavilion. Scheduled games only.

Mission Park—18th and Dolores Streets. Outdoor court.

### BOATING

Golden Gate Park—Stow Lake near 16th Avenue and Main Drive (closed Mondays). Boats rented 9:00 a.m. to 4:30 p.m. Concession operated by Calvin V. Tilden, Stow Lake Company, 3839 Jackson

Supervisor, week days only, by appointment.

### BOWLING GREENS

Golden Gate Park, near Third and South Drive. Three Bowling Greens. Clubhouse for ladies and gentlemen.

### BRIDLE PATHS

Throughout Golden Gate Park and Ocean Beach.

### CARD GAMES

Golden Gate Park near Haight and Stanyan Streets. Alamo, Alta Plaza, Holly Park, Lafayette, Mission and Mountain Lake Parks.

STOW LAKE BOAT RENTALS		Extra Deposit on	
Type of Boat	Hourly Rates	Passengers	Boats
Row Boats,			
Flat Bottom .....	.75	.15	.50
Round Bottom .....	1.00	.15	.50
Motor Boats,			
Electric .....	1.50	.30	.50
	1.00 ½ hr.		
Water Bug .....	.50	2 only	.25
Canoe .....	1.25	2 only	.50
Caterpillar Train and			
Excursion Motor Boat			
(Hol. and Sun. only—			
Sat. when enough people) ..	.25 ea. adult or child	None	

Street, Telephone SK 2-0347 for information.

### BOTANICAL GARDEN

Golden Gate Park—Strybing Arboretum and Botanical Garden, South Drive opposite Tea Garden. Hours — Sat., Sun., Hol.—10:00 a.m. to 5:00 p.m. Week days — 8:00 a.m. to 5:00 p.m.

Tours for schools conducted by

The botanical displays in the Golden Gate Park Conservatory and the floral emblems on the green slopes of Conservatory Valley have achieved world fame for their horticultural and artistic excellence. Plants, selected because of their color to fill a specific place in each floral emblem, are cultivated and cared for under the expert direction of Julius L. Girod, Superintendent of Parks. Over 16,400 plants of six different colors were required for the National Education Association's "little red school house" emblem shown above.

Play equipment.

Golden Gate Park, 19th Avenue and South Drive. Play equipment.

Fleishhacker Playfield, 34th Avenue near Great Highway. Play equipment, concession booth, Mothers' house. SK 1-6025.

Rides—Children 5c, Adults 10c. Operating as follows: Merry-go-round every day 11:30 to 5; ponies every day 11:30 to 4; train (closed Mondays—11:30 to 5; ferris wheel runs Sat., Sun. and Hol. and every day in school vacation 11:30 to 5.

Children's Playgrounds also at San Francisco's small parks and squares.

### CONSERVATORY

Golden Gate Park, Main Drive near Arguello Boulevard. Closed every day from 8:00 a.m. to 5:00 p.m. SK 1-5068.

### CRICKET

\*Golden Gate Park — Chalet Field, Park and Great Highway. (Not in use during Football season.)

### CROQUET

Courts may be set up on lawns in parks. No equipment furnished.

### CYCLING

Golden Gate Park—Auto Road only.

\*Golden Gate Park Stadium Main Drive near 34th Ave. Scheduled bicycle races.

### FISHING

Aquatic Park Municipal Foot of Polk Street. State Fish License, \$3.00.

### CHILDREN'S PLAYGROUNDS

Golden Gate Park near Third Avenue and South Drive. Play Equipment, Restaurant, Model Farm. SK 1-5815.

Rides Children 5c, Adults 6c. Ponies and Merry-Go-Round. Operating 11:00 a.m. to 5:00 p.m.

Golden Gate Park Panhandle, near Oak and Ashbury Streets.



Lake Merced near Skyline Blvd. (Curie V. Kuntz, concessionaire, 6-8442). Trout fishing in season. Permits required: State \$3.00, city \$1.00. No city permit required for children under 18 years of age.

# FLYCASTING

Golden Gate Park—Flycasting pool near 37th Avenue and South Drive. Phone EV 6-2630.

# FOOTBALL

Golden Gate Park—Kezar Stadium. Scheduled games only.

Golden Gate Park—Chalet Field, Park and Great Highway. Reservations required—SK 1-4866.

Golden Gate Park—Golden Gate Park Stadium, 34th Ave. and Main Drive. 1 American Football. Reservations required—SK 1-4866.

Balboa Park, San Jose and Ocean Avenues. 1 Soccer Field.

# GOLF

Golden Gate Park Golf Course, formerly "Pitch and Putt," near 34th Ave. and Fulton—9 hole golf course, 75c a round. SK 1-8987.

Harding Golf Course, Skyline Blvd. near Sloat Blvd. 18 holes, 60c and putting green. Mo 4-900.

Lincoln Golf Course, 34th Ave. and Clement Street, 18 holes and putting green. BA 1-9911.

Sharp Park Course, San Mateo Ave., 18 holes and putting green. (Call "Operator" for FLanders 5-552).

Fees: Harding, Lincoln and Sharp Park courses. Daily \$1.25, monthly \$6.00. Also honored for \$1.00 at Golden Gate Park Golf Course, formerly "Pitch and Putt," near 34th Ave. and Fulton.

Reservations taken on Tuesday morning, 7:30 a.m. by telephone for weekends and holidays. Reservations taken on Tuesday morning, 6:30 a.m. in person for weekends and holidays. 25c per person (starting time reservation.)

# LIVING RANGE

South end of Great Highway (Concession operated by Lee Douglas. SE 1-9597.

# NOTICE

Office hours of the Recreation and Park Department are from 8:00 a.m. to 5:00 p.m., Monday through Friday. Neither the main office at McLaren Lodge, Golden Gate Park, nor the Recreation Division Office, Room 300, Civic Auditorium, is open Saturdays or Sundays. Telephonic service, SKYline 1-4866, is maintained on weekends, however, Kezar Stadium, MONTrose 4-3200, is open when weekend games are scheduled, and the San Francisco Zoo, OVerland 1-5877, is open seven days a week.

# HUNDBALL

Golden Gate Park—"Big Rec," 34th Avenue and South Drive—8 courts.

Holly Park—Holly Park Circle, near Mission and Appleton Streets—4 courts.

# HORSEBACK RIDING

Bridge Paths throughout Golden Gate Park and Ocean Beach. Equestrian Field for beginners at Chain O' Lakes Drive near 41st Avenue. (No horses rented.)

# SHOECOURTS

Golden Gate Park—Near Fulton



and Willard Streets.

# MODEL YACHT SAILING

Golden Gate Park—Spreckels Lake, Main Drive near 36th Ave. (Lockers for Models, \$1.00 deposit, inquire at Accounting Office, McLaren Lodge, Fell and Stanyan Sts.)

# MUSEUMS (Not under Recreation and Park Department)

Aquatic Park—S. F. Maritime Museum, foot of Polk Street. PR 6-1175.

Hours: 10:30 a.m. to 6:00 p.m. weekdays; 10:00 a.m. to 7:00 p.m. Sat., Sun. and Holidays. Closed Mondays.

Proudly pointing out some of the beautiful Rhododendrons in the west end of Conservatory Valley is Park Superintendent Julius L. Girod. These are part of the world famous Rhododendron collection in Golden Gate Park. In the foreground are large-leaved Saxifrage and bracken fern. In Mr. Girod's buttonhole is the carnation without which he is never seen.

Lincoln Park—California Palace Legion of Honor, near 34th Avenue and Clement Street. BA 1-5610.

Hours: 10 a.m. to 5 p.m. daily.

# PICNICKING

Anywhere on lawns, except Strybing Arboretum, Tea Garden and Band Concourse area. Groups of 25 or more will please notify McLaren Lodge of intention to hold a picnic.

Golden Gate Park—Children's Playground near South Drive and 3rd Avenue. Tables.

Golden Gate Park—Speedway Meadow, Main Drive near 25th Avenue. Barbecue Pit and Tables.

Golden Gate Park—Horsemen's Retreat, South Drive near 41st Avenue. Barbecue Pit and Tables.

Note: Barbecue Pits in Golden Gate Park may be used during daylight hours only. No fires permitted at night.

Fleishhacker Playfield, Sloat Blvd. near Great Highway. Picnic Tables.

Lake Merced, near Skyline Blvd. Picnic Tables and Barbecue Pits. Private concession.

Ocean Beach, from Cliff House to Lincoln Way. 12 Barbecue Pits.

# POLO, HORSE SHOWS and TROTTER RACES

Golden Gate Park Stadium near 34th Avenue. Scheduled events

only; Sundays in summer.

Equitation Field. Scheduled events only.

# REFRESHMENT BOOTHS

Aquatic Park, foot of Polk St. In Aquatic Park Pavilion and the Roundhouse. Concession operated by Solly Schumann. GR 4-9791.

Roundhouse open every day. Pavilion open Saturday, Sunday and Holidays during summer.

Fleishhacker Playfield, Sloat Boulevard near Great Highway. Open every day from 9:00 a.m. to 5:00 p.m. (6:00 p.m. in summer.)

Golden Gate Park—Children's Quarters. Open every day from 9:00 a.m. to 5:00 p.m. (6:00 p.m. in summer.)

Yacht Harbor, Marina, foot of Baker. Concession operated by Solly Schumann, GR 4-9791.

Open every day, 9:00 a.m. to 5:00 p.m.

Mobile Unit at Big Rec Field, Golden Gate Park Stadium, Beach Chale, etc., operated on days when events are scheduled for these locations, generally on Sundays. Concessionaire Solly Schumann, GR 4-9791.

# RESTAURANTS

Golden Gate Park—Children's Quarters and Picnic Cafe Booth, near South Drive and Third Ave.

(Continued on next page)

## RECREATION AND PARK DEPARTMENT

(Continued from Page 9)

Open every day from 9 a.m. to 5 p.m.

**Tea Garden, South and Museum Drives.** Open every day from 11:00 a.m. to 5:30 p.m. Concession operated by Alan Agnew, SK 2-1171.

**Harding Park, Skyline nr. Sloat Bldgs.** Open every day from 6:00 a.m. to 6:00 p.m.

**Lincoln Park, near 34th Avenue and Clement.** Open every day from 6:00 a.m. to 6:00 p.m.

**Sharp Park, San Mateo County.** Open every day from 6:00 a.m. to 6:00 p.m.

**Zoological Gardens, Sloat Blvd. near Great Highway.** Open every day from 10:00 a.m. to 6:00 p.m.

### RIFLE RANGE

**Sharp Park, San Mateo Co., No. 1 Highway.** Open 10:00 a.m. to 4:30 p.m. on Saturdays and Sundays. 125 firing points. Range fee 50c.

### SIGHTSEEING BY ELEPHANT TRAIN (Weather Permitting)

Concessionaire Walter Hogan, 809 - 48th Ave., SK 2-2216. Charted trips by arrangement.)

**Park Schedule:** Leave Haight-Stanyan Terminal: Weekdays 11:00 a.m. and every hour. Sundays 11:00 a.m. and every ½ hour. Adults, one way, 25c; Children, 10c. One hour round trip, including Land's End, Adults, 75c; Children, 30c.

**Beach Schedule:** Leave Playland Terminal: Weekdays 11 a.m. and every half hour. Sundays 11 a.m. and every 15 minutes. Leave Zoo Terminal:

Weekdays 11:15 a.m. and every half hour. Sundays 11:15 a.m. and every 15 minutes. Adults, one way, 20c; Children 10c.

### SOCCER

\*Golden Gate Park — Chalet Field, Park and Great Highway—3 Soccer Fields.

### SWIMMING

**Municipal Swimming Pool — Fleishacker Playfield, Great Highway and Sloat Blvd. MO 4-0742.** Pool open every day—9 a.m. to 6 p.m., except when cleaning,

and during winter season, November through March.

### Admission

Adults, 55c; Juniors, 35c; Children under 12, 25c. (Includes suit and towel.)

Children under 12 (week days only) 5c (must bring own suit and towel).

### TENNIS

Golden Gate Park, between Main Drive and South Drive near Third Avenue. LO 6-4800.

20 Tennis Courts—Make reservations on Tuesday morning, beginning at 9 a.m. for Saturday, Sunday and Holidays—25c a person per hour.

Weekdays free, no reservation.

There are various tennis courts in small parks and squares.

### TRACK

\*Golden Gate Park—Kezar and Golden Gate Park Stadia—Scheduled events only.

### VOLLEYBALL

\*Golden Gate Park—Court 18, near Tennis Courts—by reservation.

### YACHT HARBOR

\*Mooring spaces for boats by application. At Marina and Gas House Cove. WE 1-5040.

### ZOOLOGICAL GARDENS

Great Highway and Sloat Boulevard. "L" street car to end of line, or 18 Bus. SK 1-6025.

Open every day—Summer 10:00 a.m. to 6:00 p.m., Winter 10:00 a.m. to 5:30 p.m.

Trained Seals perform every day but Tuesday and Wednesday — 1:30 p.m. and 4:00 p.m.

Lions fed—2:00 p.m. every day but Monday.

Elephants fed—4:00 p.m. every day.

Other animals fed at various times in afternoon.

Tours for schools conducted by Director. Week days only, by appointment.

\*Note: Please make reservations for above through the Recreation and Park Department office, SKyline 1-4866.



ELMER E. ROBINSON, Mayor  
City and County of San Francisco



DAVID E. LEWIS  
General Manager  
Recreation and Park Department

### RECREATION AND PARK DEPARTMENT CITY AND COUNTY OF SAN FRANCISCO

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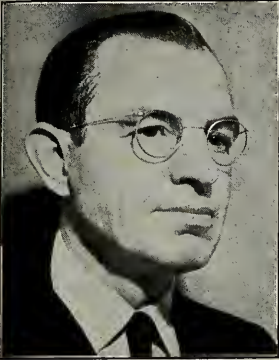


# Ken Allen Heads Newsmen's Post As American Legion Commander

**K**ENNETH H. ALLEN, business manager of the City-County Record, was elected commander of Frederick G. Bunch Post No. 116 of the American Legion — The Newspapermen's Post — at the regular meeting August 15. Tom Irwin, head of the public service department of San Francisco's Public Utility Commission, will act

William Paz, sergeant-at-arms; Thomas Stretch, finance officer; James Reiden, chaplain; Phillip J. Sinnott, historian, and Rolland Ahern, service officer.

Allen, new commander of the Newspapermen's Post, served as adjutant last year. During World War II he made an enviable record as pilot of a B24 bomber in the



**TOM IRWIN, Adjutant  
Public Service Director  
San Francisco Public Utilities**

as adjutant with Superior Judge Thomas M. Foley again occupying the post as judge advocate.

Other officers elected at the meeting include Henry Johnson, first vice-commander; David Foster, second vice-commander; Dean McNealy, third vice-commander;



**KEN H. ALLEN, Commander  
Business Manager  
City-County Record**

Eastern Theatre, being awarded five battle stars for missions completed over China, Borneo, Formosa and other enemy held territory, several times under severe ground fire.

Allen E. Seibert, who retires as commander after serving creditably during the past year, is one of the well known members of the San Francisco press, being associated with the local Shopping News in an executive capacity.

Formal installation of the newly elected officers will take place at the regular meeting this month.

## TWA Adds New Service

New Sky Coach service from New York to San Francisco with one stop at Chicago will be added by Trans World Airlines on September 30, according to a petition filed today with the Civil Aeronautics Board.

A second coach flight addition would extend TWA's present Kansas City to Los Angeles service to San Francisco. The airline currently is operating two New York to Los Angeles Sky Coach flights, and a New York to Chicago flight, via Pittsburgh, in addition to the Kansas City flight to the coast.

The new coast-to-coast service will be operated in sixty-passenger DC-4's.

## New High School Site Is Approved

Approval has been vited by the Contra Costa County Planning Commission of a fifty-two acre site one mile northwest of Moraga on the Orinda-Moraga road for construction of a new high school by the Acalanes Union High School Dist., school officials announced.

## Berkeley Promotes Four in Fire Dept.

Four promotions in the Berkeley fire department, including the naming of a captain to assistant chief, has been announced by Chief William Meinheit.

Capt. Chester Moller, a member of the department for fifteen years, was named assistant chief. Lieut. Ernest J. Ahlborn was elevated to captain in Moller's place, while Engineer Wesley J. Flinn was made lieutenant and Fireman Lloyd H. Gayer was promoted to engineer.

## City Chief of Personnel

Duties as Richmond's first full-time personnel director have been assumed by Clayton G. Swanson, who was named recently by the city personnel board, City Manager Wayne E. Thompson announced.

Swanson, until accepting the Richmond job, had been a personnel technician for the City of Los Angeles.

## Dr. Nuttall Will Take State Post

Dr. Drayton B. Nuttall of Concord, administrator with the Contra Costa County Junior College District, has been granted a leave of absence to join the State department of education, district trustees announced.

Doctor Nuttall will conduct a State-wide survey of school building needs, the results of which will form the basis of the State's request for federal funds.

## City Leads In Health, Geiger Says

San Francisco is the "healthiest" city in the country, Dr. J. C. Geiger reported recently.

The city's health director based his statement on the annual report of the Health Department which contained these statistics for 1950:

Infant mortality, at a rate per 1,000 population, was 23.2 and maternal deaths at the same rate were 0.4. Both were the lowest in the city's history and among the lowest in the country.

There were only 25 deaths per 100,000 population from pulmonary pneumonia, which in 1931 claimed 76 victims. The number of cases of communicable diseases dropped from 15,568 in 1949 to 11,655, and deaths from alcoholism were only 1.2 per 100,000 population.

Other pertinent facts:

There were 602 fewer births in 1950 (18,699) than in 1949 and the number of male babies exceeded females by 448. There were 209 sets of twins born in 1950, a rate of one pair of twins in 89 births. Of the 209 sets, 68 were both male; 73 were both female and 68 sets male and female. Only one set of triplets was born during the year, two of them females, one male.

Of live births last year, 99.4 per cent were attended by physicians; the remainder were attended by midwives, doctors of osteopathy, ambulance stewards and other persons. Only 0.4 per cent of the birth occurred at home.

The age of parents placed 32 per cent of the fathers and 33 per cent of the mothers in the 25-29 age group. The oldest father was 69 years, the oldest mother having her first child was 46. The youngest father was 15 years old and in the age group 10-14 there were 14 mothers, the youngest of them were 12 years of age.

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## CITY AND COUNTY OF SAN FRANCISCO

ELMER E. ROBINSON, MAYOR

## Directory of City and County Officers

\*Indicates vacancy

## ELECTIVE OFFICERS

## MAYOR

200 City Hall, Z.2, MA 1-0163  
 ELMER E. ROBINSON, Mayor  
 MAX G. FUNKE, Executive Secretary  
 GEORGE GRUBB, Administrative Assistant  
 VAL KING, Confidential Secretary  
 JOHN D. SULLIVAN, Public Service Director

## SUPERVISORS, BOARD OF

GEORGE J. CHRISTOPHER, President, 175 Russ St., Z.3  
 DON FAZACKERLEY, 812 Mission St.  
 DAN GALLAGHER, 172 Beale St., Z.5  
 JAMES L. HALLEY, 760 Market St., Z.2  
 MARVIN E. LEWIS, 635 Market St., Z.5  
 CHESTER R. MACPHEE, 1048 Valencia St., Z.10  
 EDWARD T. MANCUSO, 345 Grove St., Z.2  
 PATRICK J. McMURRAY, 86 McAllister St., Z.2  
 DEWEY MEAD, 3100 Steiner St., Z.23  
 J. JOSEPH SULLIVAN, 111 Sutter St., Z.4  
 JOHN J. SULLIVAN, 128 Veterans Bldg., Z.2  
 JOHN R. McGRATH, Clerk  
 ROBERT J. DOLAN, Chief Asst. Clerk

Standing Committee (Chairman is named first)  
 COMMERCIAL AND INDUSTRIAL DEVELOPMENT—  
 McMurray, Halley, MacPhee  
 COUNTY, STATE AND NATIONAL AFFAIRS—Gal-  
 lagher, Mancuso, John J. Sullivan, Frazier, Mead.  
 EDUCATION, PARKS AND RECREATION—Frazier, MacPhee, McMurray  
 FINANCE, REVENUE AND TAXATION—MacPhee, Mead, Frazier  
 JUDICIARY, LEGISLATIVE AND CIVIL SERVICE—Man-  
 cuso, Gallagher, J. Joseph Sullivan  
 POLICE—Mead, Lewis, Gallagher  
 PUBLIC BUILDINGS, LANDS AND CITY PLANNING—  
 Lewis, J. Joseph Sullivan, Halley  
 PUBLIC HEALTH AND WELFARE—John J. Sullivan,  
 Lewis, Frazier  
 PUBLIC UTILITIES—J. Joseph Sullivan, McMurray, Lewis  
 STREETS AND HIGHWAYS—Halley, Mead, John J. Sullivan  
 RULES—Christopher, Mancuso, Gallagher

## ASSESSOR

RUSSELL L. WOLDEN, 101 City Hall, Z.2, KL 2-1910

## DISTRICT ATTORNEY

THOMAS C. LYNCH, 550 Montgomery St. Z.11, DO 2-2838

## CITY ATTORNEY

DION R. HOLM, 206 City Hall, Z.2, HE 1-1322

## PUBLIC DEFENDER

GERALD KENNY, 550 Montgomery St. Z.11, EX 2-1535

## SHERIFF

DANIEL C. MURPHY, 331 City Hall, Z.2, HE 1-2121

## TREASURER

JOHN J. GOODWIN, 110 City Hall, Z.2, HE 1-2121

## COURTS

## SUPERIOR, JUDGES OF

DANIEL R. SHOEMAKER, Presiding, City Hall, Z.2  
 MELVYN I. CRONIN, City Hall, Z.2  
 FRANK T. DEASY, City Hall, Z.2  
 PRESTON DEVINE, City Hall, Z.2  
 TIMOTHY I. FITZPATRICK, City Hall, Z.2  
 THOMAS M. FOLEY, City Hall, Z.2  
 FRANK L. GRIFFIN, City Hall, Z.2  
 L. L. HARRIS, City Hall, Z.2  
 LILE T. JACKS, City Hall, Z.2  
 HERBERT C. KAUFMAN, City Hall, Z.2  
 ROBERT MCWILLIAMS, City Hall, Z.2  
 THERESA MEIKE, City Hall, Z.2  
 TWIN MICHELSEN, Hall of Justice, Z.2  
 EDWARD MÖLKENBUHR, City Hall, Z.2  
 CLARENCE W. MORRIS, City Hall, Z.2  
 HENRY H. HATH, Hall of Justice, Z.2  
 MILTON D. SAPIRO, City Hall, Z.2  
 GEORGE W. SCHONFELD, City Hall, Z.2  
 WILLIAM T. SWEIGERT, Hall of Justice, Z.2  
 CLILIAN TRAVERSO, City Hall, Z.2  
 H. A. VAN DER ZEE, City Hall, Z.2  
 ALBERT C. WOLLENBERG, City Hall, Z.2  
 JOSEPH M. CUMMINS, Secretary  
 480 City Hall, Z.2, UN 1-8552

## MUNICIPAL, JUDGES OF

CARL H. ALLEN, Presiding, City Hall, Z.2  
 MATTHEW F. BRADY, Hall of Justice, Z.2  
 C. H. CAULFIELD, City Hall, Z.2  
 EUSTACE CULLINAN, JR., Hall of Justice, Z.2  
 LEO A. CUNNINGHAM, City Hall, Z.2  
 JOSEPH M. GOLDEN, City Hall, Z.2  
 JOHN J. McMAHON, Hall of Justice, Z.2  
 J. B. MCNAB, City Hall, Z.2  
 EDWARD O'DAY, City Hall, Z.2  
 CHARLES S. PEERY, Hall of Justice, Z.2  
 LENORE D. UNDERWOOD, City Hall, Z.2  
 ALVIN E. WEINBERGER, City Hall, Z.2  
 IVAN L. SLAVICH, Clerk and Secretary,  
 301 City Hall, Z.2, KL 2-3008  
 A. C. McCHESNEY, Jury Commissioner,  
 305 City Hall, Z.2

TRAFFIC FINES BUREAU, 164 City Hall, Z.2, KL 2-3008  
 JAMES M. CANNON, Chief Division Clerk

## GRAND JURY

457 City Hall, Z.2, UN 1-8552  
 Meets Wednesday at 8:00 P.M.  
 EUGENE CORBET, Foreman  
 ALLAN R. THOMPSON, Secretary  
 DAVID F. SUPPLE, Consultant-Statistician

## ADULT PROBATION DEPARTMENT

530 Montgomery St., Z.11, DO 2-3923  
 JOHN D. KAVANAUGH, Chief Adult Probation Officer  
 Meets at call of Chairman and 2nd Thursday each month  
 ROBERT A. PEABODY, Chairman, 456 Post St., Z.2  
 KENDRICK VAUGHAN, Secretary, 60 Sansome St., Z.4  
 MATTHEW P. CONNOLLY, 349 Fremont St., Z.5  
 RAYMOND D. OLSEN, 670 Monticello Bldg., Z.5  
 FRED C. JONES, 628 Hayes St., Z.2  
 MAURICE MOSKOWITZ, 2900 Lake St., Z.21  
 KRAK RALPH, 526 California St., Z.4  
 YOUTH GUIDANCE CENTER, 1  
 375 Woodside Ave., Z.16, SE 1-5740  
 THOMAS STRUCKLA, Acting Chief Juvenile Probation Officer

## Juvenile Probation Committee

Meets at call of Chairman  
 HUGH K. McKEVITT, Chairman, Russ Bldg., Z.4  
 MRS. FRED W. BLOCH, Secretary, 3712 Jackson, Z.18  
 JACK GOLDENBERGER, 109 Golden Gate Ave., Z.2  
 REV. JOHN A. COLLINS, 420 - 29th Ave., Z.21  
 MERIEL COOLEY, 1100 Sacramento St., Z.8  
 HENRY FOLEY, 95 Market St., Z.2  
 MISS EDITH E. PENCE, 1101 Green St., Z.9  
 REV. JAMES M. MURRAY, 1825 Mission St., Z.3  
 MRS. E. S. HELLER, 2020 Jackson St., Z.9

## OFFICERS APPOINTED BY MAYOR

## CHIEF ADMINISTRATIVE OFFICER

289 City Hall, Z.2, HE 1-2121  
 THOMAS A. BROOKS  
 BEN G. HINE, Executive Secretary  
 MARIAN T. FELT, Confidential Secretary

## CONTROLLER

109 City Hall, Z.2, HE 1-2121  
 HARRY D. ROSS  
 WREN MIDDLEBROOK, Chief Assistant Controller

## LEGISLATIVE REPRESENTATIVE, FEDERAL

FRANCIS V. KEESLING, JR., 315 Montgomery St., Z.4

## LEGISLATIVE REPRESENTATIVE, STATE

DONALD W. CLEARY  
 223 City Hall, Z.2, MA 1-0163 and HE 1-2121  
 Hotel Senator, Sacramento 17 (during sessions)

## DEPARTMENTS UNDER THE MAYOR

## ART COMMISSION

100 Larkin St., Z.2, HE 1-2121  
 Meets first Monday each month at 3:00 P.M.  
 HAROLD L. ZELLERBACH, President, 534 Battery St., Z.11  
 DOUGLAS BAYLIS, 619 Washington St., Z.9  
 JOHN K. HACOPIAN, Mills Tower, Z.4  
 ROBERT B. HOWARD, 521 Francisco St., Z.11  
 CHARLES H. KENNEDY, 230 Jones St., Z.2  
 OSCAR LEWIS, 2740 Union St., Z.23  
 FRANCIS J. McCARTHY, 693 Mission St., Z.5  
 MRS. ALICE G. POYNER, 1127 Greenwich St., Z.9  
 JOHN B. RODGERS, 160 Montgomery St., Z.4  
 ANTONIO SOTOMAYOR, 3 Le Roy Place, Z.9

## Ex-Officio Members

MAYOR ELMER E. ROBINSON  
 ERNEST J. TORREGANO, Pres., City Planning Comm.  
 HERBERT J. FLEISHAUSER, Pres., deYoung Museum  
 GEORGE D. HART, Pres., Public Library Commission  
 PAUL VERDIER, Pres., Calif. Palace Legion of Honor  
 LOUIS SUTTER, Pres., Recreation & Park Commission  
 JOSEPH H. DYER, JR., Secretary

## CITY PLANNING COMMISSION

100 Larkin St., Z.2, HE 1-2121  
 Meets first and third Thursdays of each month at 2:30 P.M.  
 ERNEST J. TORREGANO, President Mills Bldg., Z.4  
 WILLIAM D. KILUFF, 160 Montgomery St., Z.4  
 HAROLD T. LOPEZ, 516 Broadway St., Z.11  
 MRS. EUGENE M. PRINCE, 3421 Pacific Ave., Z.18  
 OLIVER ROUSSEAU, 1140 Greenwich St., Z.9

## Ex-Officio Members

THOMAS A. BROOKS, Chief Administrative Officer  
 JAMES H. TURNER, Manager of Utilities  
 PAUL OPPERMAN, Director of Planning  
 JOSEPH MIGNOLA, Secretary

## CIVIL SERVICE COMMISSION

151 City Hall, Z.2, HE 1-2121  
 Meets every Wednesday at 4:00 P.M.  
 FRANCIS P. WALSH, President, 68 Post St., Z.4  
 JOHN M. KENNEDY, 500 Sansome St., Z.4  
 CHARLES T. McDONOUGH, 26 O'Farrell St., Z.8  
 WM. L. HENDERSON, Sec. and Personnel Dir.

## DISASTER CORPS

49 Hyde St., Z.2, UN 3-6140  
 REAR ADM. A. COOK, USN (Ret.) Director  
 WESLEY G. CANNON, Executive Officer  
 CHARLES E. PEARCE, Public Information Officer

## EDUCATION, BOARD OF

City Auditorium, Z.2, UN 3-4680  
 Meets each Tuesday at 7:30 P.M.  
 MRS. CLARENCE COONAN, President, 2531 Filbert, Z.4  
 JOSEPH L. ALIOTO, 111 Sutter St., Z.4  
 CHARLES J. FOEHN, 231 Valencia St., Z.3  
 JOHN C. LEVISON, 231 Sansome St., Z.4  
 BERT LEVIT, 467 California St., Z.4  
 MRS. RICHARD N. NASON, JR., 168 - 25th Ave., Z.21  
 DR. KARL SCHAUPP, 490 Post, Z.2  
 DR. HERBERT CLISH, Supt. of Schools  
 DR. HERBERT CLISH, Secretary

## FIRE COMMISSION

2 City Hall, Z.2, HE 1-2121  
 Meets Wednesday at 4:00 P.M.  
 ROBERT H. SCHAEFER, President, 68 Post St., Z.4  
 WALTER LEONETTI, 1123 Sutter St., Z.4  
 LEO H. SHAPIRO, 68 Post St., Z.4  
 EDWARD P. WALSH, Chief Engineer  
 FRANK P. KELLY, Chief Division of Fire  
 Prevention and Investigation  
 THOMAS W. MCCARTHY, Secretary

## HOUSING AUTHORITY

440 Turk St., Z.2, OR 3-5801  
 Meets first and third Thursdays at 10:00 A.M.  
 E. N. AYER, Chairman, Monadnock Bldg., Z.5  
 CHARLES J. JUNG, 622 Washington St., Z.11  
 AL F. MAILLOUX, 200 Guerrero St., Z.3  
 B. L. HAVISIDE, 40 Spear St., Z.5  
 LLOYD E. WILSON, 1550 Market St., Z.2  
 JOHN W. BEARD, Executive Director

## PARKING AUTHORITY

500 Golden Gate Ave., Z.2, FR. 6-1565  
 Meets second Wednesday each month at 7:00 P.M.  
 Room 228, City Hall

ALBERT H. JACOBS, Chairman, 2993 Lake St., Z.21  
 RANDOLPH HALE, 867 Market St., Z.3  
 EDWARD V. MILLER, 401 California St., Z.4  
 RAE T. SMITH, 660 Market St., Z.4  
 DAVID THOMSON, 65 Berry St., Z.7  
 VINING T. FISHER, General Manager  
 THOMAS J. O'TOOLE, Secretary

## PERMIT APPEALS, BOARD OF

227 City Hall, Z.2, HE 1-2121  
 Meets every Wednesday at 3:30 P.M.  
 FRED G. ANSLIE, President, 1346 Polk St., Z.9  
 JOHN P. FIGONE, 1632 Stockton St., Z.11  
 JEREMIAH J. MULVILHILL, 1675 Howard St., Z.3  
 REED W. ROBINSON, 1975 Market St., Z.3  
 ERNEST L. WEST, 265 Montgomery St., Z.4  
 J. EDWIN MATTOX, Secretary

## POLICE COMMISSION

Hall of Justice, Z.8, SU 1-2020  
 Meets every Wednesday at 2:00 P.M.  
 J. WARNOCK WALSH, Pres., 160 Montgomery St., Z.4  
 WASHINGTON I. KOHNKE, 686 Sacramento St., Z.11  
 H. C. MACINNIS, 315 Montgomery St., Z.4  
 SERGEANT JOHN T. BUTLER, Secretary  
 MICHAEL A. GAFFEY, Chief of Police  
 JAMES L. QUIGLEY, Deputy Chief of Police  
 JAMES ENGLISH, Chief of Inspectors  
 CAPT. JACK R. BRESLER, Chief of Traffic  
 MICHAEL F. FITZPATRICK, Sec'y to Dept.

## PUBLIC LIBRARY COMMISSION

Civic Center, Z.2, HE 1-2121  
 Meets the first Tuesday of each month at 4:00 P.M.  
 GEORGE D. HART, President, 200 Brannan St., Z.7  
 ALDEN AMES, Russ Bldg., Z.4  
 IVAN R. BRESLER, Sec'y, Z.17  
 JOHN CUDDY, 703 Market St., Z.3  
 FRED DETTMERING, The Examiner, 3rd & Market, Z.3  
 JOHN R. GRAVES, 1360 Jones St., Z.9  
 MISS EVELYN MCGILL, 949 Taraval St., Z.16  
 SA. M. MARKOWITZ, 335 Montgomery St., Z.4  
 RALPH J. MCGILL, 840 Ulloa St., Z.16  
 MRS. J. HENRY MOHR, 2 Castaneda, Z.2  
 RENE A. VANKY, 404 Jones St., Z.2  
 LAWRENCE CLARKE, Librarian  
 JOS. J. ALLEN, Secretary

## PUBLIC UTILITIES COMMISSION

287 City Hall, Z.2, HE 1-2327  
 Meets every Monday at 5 P.M.  
 PHILIP F. LANDIS, President, 558 Sacramento St., Z.11  
 EDWARD B. BARRIE, 3149 Steiner St., Z.23  
 DONALD A. CAMERON, 1 Montgomery St., Z.4  
 SAM McKEE, 2812 Mission St., Z.10  
 VICTOR S. SWANSON, 474 Valencia St., Z.4  
 R. J. McDONALD, Secretary

JAMES H. TURNER, Manager of Utilities  
 FORREST B. GIBBON, Engineer Sec'y to the Mar.  
 BUREAU OF LIGHT, HEAT AND POWER—B. A. DE  
 VINE, Manager, 425 Mason St., Z.2, PR 5-7000  
 HEICH HETSHY SYSTEM—A. O. OLSON, Chief En-  
 gineer and Gen. Mgr., 425 Mason St., Z.2, PR 5-7000  
 BUREAU OF PERSONNEL AND SAFETY—PAUL J.  
 FANNING, Dir., 901 Presidio Ave., Z.15, FI 6-5656  
 MUNICIPAL RAILWAY—WILLIAM H. SCOTT, Man-  
 ager, 2600 Geary St., Z.2, PR 5-7000  
 SAN FRANCISCO AIRPORT—GEORGE M. DIXON,  
 Superintendent, South San Francisco, JU 5-0343  
 WATER DEPARTMENT—GEORGE W. PRACY, Gen-  
 eral Manager, 45 Market St., Z.2, PR 5-7000  
 BUREAU OF PUBLIC SERVICE—TOM IRWIN, Director,  
 287 City Hall, Z.2, HE 1-2327  
 BUREAU OF ACCOUNTS—ROBERT P. SCOTT, Direc-  
 tor, 287 City Hall



**PUBLIC WELFARE COMMISSION**

385 Bush St., Z.8, GA 1-5000  
Meets first and third Tuesdays of each month, at 1:30 P.M.

EDWARD J. WREN, President, 1825 Mission St., Z.3  
J. F. HENNING, 995 Market St., Z.3  
J. THONY L. NORIEGA, 230 Jones St., Z.2  
S. ROSALIND JOHNS, 2555 Larkin St., Z.9  
RANK P. AGNOSTI, 35 Grove St., Z.2  
RONALD H. BORN, Director, Public Welfare  
MRS. EULALIA SMITH, Secretary

**CREATION AND PARK COMMISSION**

McLaren Lodge, G.G. Park, Z.17, SK 1-4866  
Meets second and fourth Thursday of each month at 4:00 P.M.

LJIS SUTTER, President, 1 Sansome St., Z.4  
ER BERCUT, Lombard and Bottery Sts., Z.11  
J. MAEL J. BUCKLEY, 311 California St., Z.4  
S. ANN DIPPEL, 762 Joost Ave., Z.12  
ED D. PARK, 1 Drumm St., Z.11  
J. EUGENE J. SHEA, 1825 Mission St., Z.3  
S. SIGMUND STERN, 1998 Pacific Ave., Z.9  
DAVID E. LEWIS, General Manager  
WILLIAM J. SIMONS, Exec. Secretary to Gen. Mgr.  
EDWARD McDEVITT, Secretary to Commission

**DEVELOPMENT AGENCY**

512 Golden Gate Ave., Z.2, HE 1-2121  
Meets first and third Tuesdays each month at 4:00 P.M.  
MORGAN A. GUNST, Chairman, 2786 Vallejo St., Z.23  
TOR B. GRAVEN, 2222 Leavenworth St., Z.11  
J. JOSEPH HAYES, 210 Post St., Z.8  
LAWRENCE R. PALACIOS, 2940 - 16th St., Z.3  
JES E. STRATTEN, 2031 Bush St., Z.15  
JAMES E. LASH, Director  
MRS. FAY CUPPLES, Secretary

**FIREMENT SYSTEM BOARD**

460 McAllister St., Z.2, HE 1-2121  
Meets every Wednesday at 3:00 P.M.

J. F. BRADY, Pres., 1296 - 36th Ave., Z.22  
B. CROWLEY, Dept. of Public Health, Z.2  
FORD BROWN, San Francisco Bank  
JES J. MCGOVERN, Hall of Justice, Z.8  
JERRY J. STEWART, 605 Market St., Z.3  
Ex-Officio Members

ORGE J. CHRISTOPHER, Pres., Board of Supervisors  
ON R. HOLM, City Attorney  
RALPH R. NELSON, Consulting Actuary  
IRA G. THOMPSON, Secretary

**AR MEMORIAL TRUSTEES**

Veterans Building, Z.2, MA 1-6600  
Meets second Thursday of each month at 3:00 P.M.  
ANK A. FLYNN, President, 68 Post St., Z.4  
B. BAGGENSTOS, 370 Townsend St., Z.7  
SNEY H. EHRMAN, Nevada Bank Bldg., Z.4  
M. K. HARRISON, 431 Bryant St., Z.4  
A. HENDERSON, The Examiner, 3rd & Market, Z.3  
AL HERTZ, 824 Taraval St., Z.16  
ON S. HEWITT, 1834 - 11th Ave., Z.22  
TON KLETTER, 2179 - 27th Ave., Z.16  
CDO L. MUSTO, 535 North Point St., Z.11  
HARD H. NEWHALL, P.O. Box 1471, San Francisco  
RPH J. A. STERN, 305 Clay St., Z.11  
EDWARD SHARKEY, Managing Director  
E. LAWRENCE GEORGE, Secretary

**AN FRANCISCO MUSEUM OF ART**

DR. GRACE MORLEY, Director, HE 1-2040

**STATE SENATOR  
FROM SAN FRANCISCO COUNTY**

14th Dist. GERALD J. O'GARA (D) 2100 Mills Tower, Z.4

**MEMBERS OF THE ASSEMBLY  
FROM SAN FRANCISCO COUNTY**

19th Dist. BERNARD R. BRADY (D) 294 - 28th Ave., Z.21  
20th Dist. THOMAS A. MALONEY (R) 405 Montgomery St., Z.4  
21st Dist. ARTHUR H. CONNOLLY Jr. (R) 1450 Greenwich St., Z.9  
22nd Dist. GEORGE D. COLLINS Jr. (D) 1456 Union St., Z.9  
23rd Dist. WILLIAM CLIFTON BERRY (D) 3747 - 20th St., Z.10  
24th Dist. CHARLES D. (D) 4031 - 22nd St., Z.14  
25th Dist. ROBERT L. MCCARTHY (D) 1699 - 17th Ave., Z.22  
26th Dist. EDWARD M. GAFFNEY (D) 295 Sanchez St., Z.14

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OAKLAND, CALIFORNIA

**DEPARTMENTS UNDER THE  
CHIEF ADMINISTRATIVE OFFICER****CORONER**

650 Merchant St., Z.11, DO 2-0461  
DR. JOHN J. KINGSTON

**ELECTRICITY, DEPARTMENT OF**

45 Hyde St., Z.2, HE 1-2121  
GORDON L. OSBORNE, Chief  
D. O. TOWNSEND, Superintendent of Plant

**FINANCE AND RECORDS, DEPARTMENT OF**

BEN G. KLINE, Director, 220 City Hall, Z.2, HE 1-2121  
COUN. CLERK—MARTIN MONGAN, 317 City Hall, Z.2, HE 1-2121  
PUBLIC ADMINISTRATOR—PHIL C. KATZ, 463 City Hall, Z.2, HE 1-2121  
RECORDS AND REGISTRAR OF VOTERS—THOS. A. TOOMEY, 167 City Hall, Z.2, HE 1-2121  
TAX COLLECTOR—EDWARD F. BRYANT, 107 City Hall, Z.2, HE 1-2121

**HORTICULTURAL COMMISSIONER**

Agricultural Building, Embarcadero, Z.7, SU 1-3003  
WILLIAM F. CARROLL

**PUBLIC HEALTH, DEPARTMENT OF**

Health Center Building, Z.2, UN 1-4701  
DR. J. C. GEIGER, Director of Public Health  
DR. E. C. SAGE, Assistant Director of Public Health  
HASSLER HEALTH HOME—DR. LINCOLN F. PUTNAM, Acting Supt., Redwood City  
LAGUNA HONDA HOME—LOUIS A. MORAN, Supt., 7th Ave. and Dewey Blvd., Z.16, MO 4-1380  
SAN FRANCISCO HOSPITAL—DR. T. E. ALBERS, Supt., 22nd and Potrero, Z.10, MI 7-0820  
CENTRAL EMERGENCY HOSPITAL—DR. EDMUND BUTLER, Chief Surgeon, Grove and Polk Sts., Z.2, HE 1-2800

**PUBLIC WORKS, DEPARTMENT OF**

260 City Hall, Z.2, HE 1-2121  
SHERMAN P. DUCKEL, Assistant Director, Administrative  
L. J. ARCHER, Asst. Director, Maintenance and Operation  
Bureaus  
ARCHITECTURE—DODGE RIEDY, City Architect, 265 City Hall, Z.2, HE 1-2121  
BUILDING INSPECTION—Lester C. Bash, Superintendent, 275 City Hall, Z.2, HE 1-2121  
STREET CLEANING—W. T. Bonser, Supt., 11th and Bryant Sts., Z.7, MA 1-9600  
BUILDING REPAIR—H. H. Hansen, Supt., 11th and Bryant Sts., Z.7, MA 1-9600  
ENGINEERING—RALPH WADSWORTH, City Engineer, 359 City Hall, Z.2, HE 1-2121  
STREET REPAIR—W. S. Merrill, Supt., 11th and Bryant Sts., Z.7, MA 1-9600  
SEWER REPAIR—EMILE MUHEIM, Superintendent, 11th and Bryant Sts., Z.7, MA 1-9600  
CENTRAL PERMIT BUREAU—S. J. ROSENBLUM, Supervisor, 286 City Hall, Z.2, HE 1-2121  
ACCOUNTS—Supervisor, 260 City Hall, Z.2, HE 1-2121  
PURCHASING DEPARTMENT  
270 City Hall, Z.2, HE 1-2121  
HAROLD H. JONES, Purchaser of Supplies  
CENTRAL SHOP—Aylmer W. Petan, Superintendent, 313 Francisco St., Z.11, HE 1-2121

**REAL ESTATE DEPARTMENT**

375 City Hall, Z.2, HE 1-2121  
EUGENE J. RORDAN, Director of Property  
JOSEPH SCHMIDT, Superintendent of Auditorium,  
Civic Auditorium, Z.2, HE 1-6352

**SEALER OF WEIGHTS AND MEASURES**

6 City Hall, Z.2, HE 1-2121  
O. C. SKINNER

**SEPARATE BOARDS AND  
DEPARTMENTS****CALIFORNIA PALACE OF THE LEGION  
OF HONOR**

Lincoln Park, Z.21, BA 1-5610  
Board of Trustees  
Meets the second Monday in January, April, June and October at 3:30 P.M.  
MRS. A. B. SPRECKELS, Honorary Pres., 2 Pine Z.11  
PAUL VERDIER, President, 199 Geary, Z.8  
JAMES B. BLACK, 245 Market St., Z.3  
ALEXANDER deBRETTEVILLE, 2 Pine St., Z.11  
CLARENCE R. LINDNER, S. F. Examiner, 3rd & Market Z.3  
MRS. SIEGFRIED BECHOLD, 2000 Washington St., Z.9  
WILLIAM WALLACE MEDIN, 313 Montgomery St., Z.4  
JOHN N. ROSEKRAUS, 2 Pine St., Z.11  
WILLIAM R. WALLACE, JR., 310 Sansome St., Z.4  
Ex-Officio Members  
MAYOR ELMER E. ROBINSON  
LOUIS SUTTER, Pres., Recreation & Park Commission  
THOMAS CARR HOWE, JR., Director  
F. J. LINDLAND, Secretary

**LAW LIBRARY**

436 City Hall, Z.2, HE 1-2121  
S. J. HUGH ALLEN, Librarian

**M. H. deYOUNG MEMORIAL MUSEUM**

Golden Gate Park, Z.18, BA 1-2067  
Board of Trustees  
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## Alameda County Will Seek Federal Aid for Pipeline

Federal aid is to be sought by the Alameda County authorities in a move to conserve dwindling water supplies in the Livermore Valley, where governmental projects are placing an additional strain on existing facilities.

Surveys recently completed by the county flood control and water conservation district indicated that the Air Force indoctrination center now being constructed at the former Camp Parks site adjacent to the present county rehabilitation center will be a major threat to existing supplies.

Additional water supplies are available through the Hetch Hetchy system which supplies San Francisco, but this would entail the construction of a twenty-inch pipeline from Sunol at a cost of around \$500,000.

In view of the fact that the additional strain will be placed on supplies by the Air Force installation, Supervisors George Jansen and Chester Stanley have pledged efforts to secure Federal financing to provide the additional water which will be required.

## Coakley Heads Attorneys' Group

Alameda County District Attorney J. F. Coakley was elected president of the National Association of County and Prosecuting Attorneys at the convention held recently in Chicago.

Other action at the group's first national meeting included passing a resolution demanding of the Federal Narcotics Bureau to end "a most frightening and depressing illegal traffic."

Speakers at the conference included Senator Estes Kefauver, Democrat of Tennessee, Senate Crime Investigation Committee head, who emphasized the responsibility of local authorities in crime cleanup.

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## Belford G. Brown Promoted to S. F. Bank Vice-Presidency

**PARKER S. MADDUX**, President of The San Francisco Bank, has announced the promotion of Belford G. Brown to Vice President.

During his eighteen years with the bank, Mr. Brown has been prominent in many civic activities. In 1945, he was President of the Junior Chamber of Commerce. In 1946, he was sent by the City and County of San Francisco to the Chamber of Commerce to



**BELFORD G. BROWN, V. Pres.**  
San Francisco Bank

United Nations at Lake Success, New York, where he spent four months in an effort to get the organization to select this city as its birthplace as its permanent headquarters; he also served for three years as President of the San Francisco Center for the Blind. In July of last year, Mayor Elmer Robinson appointed him to the Retirement Board of the San Francisco City and County Employees' Retirement System.

### MANY AFFILIATIONS

Among his many other affiliations are: Director of the Metropolitan YMCA; Director of the American Assn. for the United Nations; Chairman of the Traffic and Highway Committee of the Chamber of Commerce; Treasurer of the San Francisco County Republican Central Committee; member of the Executive Committee of the American Cancer Society; Permanent Class President of the 1948 Class of the Graduate School of Banking, Rutgers University, New Brunswick, N. J.

Mr. Brown is a member of the Press Club, the Olympic Club, Commercial Club, and the Controllers Institute of America. He is a graduate of the San Francisco Public Schools and an alumnus of the University of San Francisco. He is married and resides with wife, Elizabeth, and their children, at 157 Lunado Way.

**THE OAKLAND PARK DEPARTMENT'S** annual display of tuberous begonias is in full bloom at the Lakeside Park nursery gardens, according to Ernest A. Rossi, vice-president of the Park Board.

"This year's exhibit even surpasses previous ones in the quality of plants, color and beauty," Rossi stated. "Developed in the nursery by Park Department personnel under the supervision of Robert J. Ammerman, head nurseryman, and Tony D. Ambrosio, begonia specialist, these tuberous begonias are among the most beautiful in America. The Park Board cordially invites everyone to visit the nursery and see them."

The Lakeside Park nursery is open to the public daily from 8:30 a.m. until 4:30 p.m., and on Sundays from 10:00 a.m. to 6:00 p.m. There is no admission charge.

## BUS IS CHEAPER WAY TO GET TO WORK

The San Francisco Bureau of Governmental Research has reported statistics to demonstrate the much higher cost of driving an automobile to work in San Francisco as compared with using public transportation.

The Municipal Railway fares for a month cost an individual \$4.50, the bureau said, citing a monograph recently drawn up by the city planning department.

The individual who maintains an auto for driving to and from the office may spend more than ten times that much monthly, the figures showed.

Three typical instances studied by the planning department showed costs of \$56.75, \$57.41 and \$56.45 a month, including direct operating costs, parking rates and overhead costs.

Using the family machine cuts expenses, as does sharing rides with someone else on a mutual basis, but even the lowest costs reported amounted to \$8.92, \$11 and \$9.77 a month, the bureau said.

## Dedication Is Scheduled

Dedication ceremonies for the new Alameda County office building on Fremont Avenue in Centerville have been set for September 16 under sponsorship of the Washington Township Chamber of Commerce. The building is occupied by the sheriff's office and other branches of county departments.

Heading the dedication committee is A. E. Alameda of Irvington, who is being assisted by Allan Walton and Judge Allen G. Norris of Centerville and Peter D. Juhl of Niles.

*Stop, look and lessen grade crossing accidents, the National Safety Council urges. Heed the warning signs.*

## BERKELEY PLANNER HEADS BAC GROUP

**CORWIN MOCINE**, director of the Berkeley Planning Commission, has been elected 1951 chairman of the Bay Area Council's Planning Technicians' Committee, according to Council General Manager Frank E. Marsh.

John G. Marr, city planning engineer, Oakland City Planning Commission, was made first vice chairman of the committee for the coming year, and Paul Opperman, director of planning, San Francisco Department of City Planning, will serve as second vice chairman.

Mr. Mocine started his planning activities in the Bay Area as planning technician for the San Mateo County Planning Commission in 1937. In 1941 he moved to Richmond, Virginia, where he worked for the Virginia State Planning Board, and after war service he was in charge of city planning in Phoenix, Arizona, until his return to the Bay Area in 1949. Mr. Mocine is a member of the American Institute of Planners, the American Society of Planning Officials, and Telesis.

The Council's Planning Technicians Committee, organized four years ago to assist in regional planning problems, now is preparing an industrial land use and zoning study of the Bay Area as well as a master plan of small boat harbors and marine parks. The Committee also has participated in the preparation of the Bay Area Master Airport Plan.

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## East Bay Municipal Utility Dist. Adopts 4 Cent Tax Increase

THE TAX RATE of the East Bay Municipal Utility District for the fiscal year 1951-52 has been established at 29 cents per \$100 of assessed valuation, an increase of 4 cents over the 25-cent rate of the last fiscal year, it was announced today by Louis J. Breuner, President of the EBMUD Board of Directors.

In commenting on the increase, Breuner stated that the additional 4 cents is necessary to raise approximately \$390,000 that had previously been paid to the District by the municipalities and fire districts for fire protection services.

Formerly, the cities and fire districts were assessed an annual charge by the District for this service. The charge was terminated on July first of this year, and the costs assumed by the Utility District. Hereafter, the cities will pay only the installation costs of new hydrants.

Mr. Breuner said, "This is actually a transfer of charges previously assessed against property by the municipalities and fire districts. Whereas, in past years, the cities and fire districts have collected this amount through their own taxes, it will now be a part of the Utility District's tax rate."

Breuner noted that the 29c for the 1951-52 fiscal year is still considerably below the 50c rate established for EBMUD in 1929, when the District first began operation. Tax income for the publicly-owned utility is used wholly to meet bond retirement and interest payments. The present amount realized from this source is sufficient to pay slightly more than one-half of these costs; the balance is derived from operating revenues.

According to Breuner, the total bonded indebtedness of \$77,000,000 has been steadily reduced to \$49,425,000 with complete retirement of existing water bond issues scheduled for 1977. Through the years, all interest payments and bond retirements have been made on schedule.

With regard to the tax rate for Special District No. 1 of EBMUD, which is constructing and will operate the \$23,400,000 Sanitary and Industrial Waste Disposal System for six East Bay cities, the tax rate of 11c per \$100 of assessed valuation will remain unchanged, Breuner said.

## FOUR RETIRING S. F. CLERKS HONORED

Four deputies in the county clerk's office—with a total of 151 years' service—were honored at a dinner in the Press and Union League Club, 555 Post Street, June 18.

All retired from city service on June 30. They are:

John I. Bevans, 65, entered city employ with the Fire Department in 1906, just before the earthquake and fire. Later he was in the city engineer's office and in 1918 joined the county clerk's department as a copyist. He has served as a law clerk.

Stephen I. Hughes, 66, clerk for Superior Judge Clarence W. Morris, has been with the city since 1910.

Martin F. Thane, 66, clerk for Superior Judge Frank T. Deasy, started as a copyist in 1915 when the City Hall was still located in the Whitcomb Hotel.

Henry J. Bastein, 66, joined the county clerk's office as a copyist 29 years ago. He was courtroom clerk for Judge William F. Traverso.

There were to have been five veterans honored at the dinner, but Walter F. Castagnetto, 66, died of a heart attack May 15 after 45 years service with the city.

Paul Coniff, clerk for Judge Robert McWilliams, was chairman of the testimonial dinner.

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## School of World Business Opens Fall Semester September 10 in Union Square Quarters

SAN FRANCISCO STATE COLLEGE'S School of World Business—started two years ago under sponsorship of the Chamber of Commerce—will open its fall semester on September 10 in new quarters in the United Airline building at Union Square.

Announcement of the move from the State College campus was made by Dr. Wayne Mackenzie Stevens, Director of the School, who said that the new quarters will be leased from the World Affairs Council of Northern California and shared with the American Association for the United States, and the Institute of International Education.

"Our program to present effective, practical training in the field of world business, shipping, finance and allied fields through afternoon and evening classes, is especially designed for people now working. It should be even more convenient for them with the new, downtown location," Stevens added.

"Four large rooms are available on the fourth floor of the building and there are obvious advantages in sharing these quarters with three other organizations concerned with international affairs and education, including joint use of library and other facilities."

### Fall Classes Announced

Registration will get under way on Monday, September 10, Stevens said, with classes starting the following week. He pointed out that in addition to the specialized courses offered by the School of World Business, State College's Business and other divisions offer a wide variety of courses appropriate for students planning careers in foreign trade and shipping, including economic history and geography, business law, international relations, languages, and others.

The following World Business courses will be offered in September with all classes held at the Union Square quarters, starting at 5:30 on the day indicated.

International Business Law — Fridays.

Production Management in Foreign Areas—Mondays.

Export Organization and Marketing—Thursdays.

World Trade Techniques—Wednesdays.

Sales Management and Salesmanship in Foreign Areas—Tuesdays.

Middle East and Africa—Tuesdays.

Far East and Oceania—Mondays.

World Economic Resources and Trade—Thursdays.

Financial Problems of International Trade—Wednesdays.

## CHAMBER ISSUES NEW S. F. MAP

A new detailed map of San Francisco has been produced by the Chamber of Commerce in cooperation with the City and County of San Francisco, Ralph Koeber, the Chamber's research department manager announces.

The map shows the city's shopping, commercial and industrial districts in detail, along with the streets, avenues, main arterials, highways, parks, squares, playgrounds, U. S. reservations and public places. The complete Bayshore Freeway up to the Bay Bridge entrance is marked, along with identification of each of the city's 12 major residential districts.

The reverse side shows the 96 different points of interest in San Francisco, a small map of Northern California, an enlarged map of the business district and a map describing the entire Bay Area. The maps will be available at the

Chamber of Commerce, 333 Pine Street.

## East Bay Steps Up Flood Control Work

Officials of the Central Contra Costa Emergency Flood Control District have announced plans to enlarge working crews to speed completion of an \$80,000 job designed to relieve flood conditions in a large area of the East Bay.

An extra drag line rig will be added to equipment already at work to finish, while summer weather lasts, a program of clearing creek channels. Once completed, the remedial efforts will end conditions which, in recent years, have flooded highways in the Concord area.

The program involves cleaning out accumulations of silt and debris along seven miles of the Walnut Creek, Pine and Grayson Creek Channels.

**SOUTH OF THE BORDER** romantic retreats of Frank Sinatra and Ava Gardner are among the off-the-beaten-path points to be visited by the Oakland Chamber of Commerce's fifth annual conducted tour of Mexico, it was announced today by W. A. Sparling, general manager.

The tour will depart from Oak-

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land in two sections, a rail party leaving here on the Southern Pacific "Daylight" the morning of October 11 and an air group taking off from Oakland Airport the evening of October 13. The two groups will join in Mexico to blaze new sightseeing trails and to visit the age-old scenic and historic attractions. The Sinatra-Gardner hideouts in fabulous Acapulco, Mexico's Riviera, and at gardenia-scented Fortin, at the foot of Orizaba in southern Mexico have been added to the tour itinerary.

Other points of interest to be visited include the fashionable spa at San Jose Purua, Cuernavaca, Taxco, Mexico City and the Floating Gardens, the shrine of Guadalupe and the Pyramids. The rail group will spend three fun-filled weeks on the tour and the air party 16 days, Sparling said.

The Oakland Chamber of Commerce also is sponsoring a Christmas-New Year tour to Hawaii and a two and one-half week air tour of Europe in March, 1952.

Further information on the tours may be obtained at the Oakland Chamber, or from travel agents.

## Accepts Bids for Repaving

Award of two street repaving contracts totaling more than \$25,000 to the Independent Construction Company has been announced by the Berkeley city council.

One for \$10,199.75 covers the repaving of Ashby Avenue from College Avenue to 130 feet east of Elmwood Avenue and the other amounting to \$12,328 calls for repaving of Claremont Boulevard from Russell Street to Claremont and Ashby Avenues, eliminating two right hand turns.

To keep your vacation free of tragedy, the National Safety Council advises you to limit the distance you drive each day. Trying to cover too many miles leads to speeding, fatigue and mechanical failure. And it's no fun anyway!

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## Control Tower at S. F. Airport Rated One of Best in Country

IT WAS ABOUT 7 O'CLOCK on a recent evening, with fog shrouding the City and willowing through the gap in the hills down to the San Francisco Airport. The visibility and ceiling were low, but not so low as to shut down Airport operations.

In the control tower atop the domestic terminal, a few directional lamps were burning, giving off just enough light for three tower controllers to work. There was a steady, unrelenting, monotonous noise sounding almost like the hum of machinery, but it was not any of the several devices in the tower which was making the noise. It was a human voice—that of the controller in charge who, sitting

on the radio to pilots. The tower monitors the Instrument Landing System, which guides pilots down through overcast. The tower controls runway, hazard and approach lights. When the equipment is installed, the tower will operate the surveillance and precision radar. There are many other chores of recording and observation which must be done.

Without doubt, operation of a modern control tower is a highly specialized job. But it did not sprout up as a full-blown science overnight. It grew with the aviation and airport business. Ever striving for greater safety, aviation, in the past 20 years, has found the answer to many airport hazards in greater traffic control. Hence, the duties of the controller have gradually become more complex, so that now federal standards require high physical and mental capabilities in those performing the vital function of airport controller.

#### WAITING PLANES

Out on the field, loaded airliners were waiting to take off. In fact, there was a lineup for takeoffs equal in number to the "stack" in the sky.

The problem was to bring in all the planes as soon as possible, and, at the same time, permit the waiting aircraft to get started on their journeys.

To accomplish this task without hazard to hundreds of lives and millions of dollars in equipment was the duty of the controllers in the tower. In performing this duty, the operators must have complete control over all movements on the field, and instructions from the tower must be obeyed at precisely the right time. For example, when the controller brings in the aircraft from the bottom of the "stack," all the others move down a notch, and perhaps another comes in at the top to wait his turn to land. Meantime, runways must be cleared, say for two minutes, while another liner takes off. Thirty seconds later, a plane will land on the same runway. Keeping all these balls going at once requires expert juggling, but the controller does just that. It is sometimes hard on his larynx, inasmuch as he is continually talking to one pilot or another. On a foggy night, for example, a controller might talk for several hours with hardly time enough out for a drink of water.

Of course, there are slack times, too, even at a busy airport such as the San Francisco terminal, yet there is the necessity for three controllers on duty at all times during the 24-hour day. And there are other duties besides talking

most of them have gone on to important jobs in aviation.

The tower presently in use at the San Francisco Airport was put into service, along with the domestic terminal, in 1937. As from the beginning in 1932, it was then operated by employees of the Airport, but in 1942, the Civil Aeronautics Administration took over the towers at all major airports and this vital job became a federal function. This was obviously necessary in order that traffic procedures be standardized throughout the nation.

The San Francisco tower is rated one of the best in the United States, with a top record for bringing in aircraft in overcast weather in as short a time as possible. Most of the controllers have wide experience and a senior controller is always on duty, no matter what time of day or night.

Next time you fly, notice the men who work "topside." They may seem remote, but they exercise a direct influence on your trip. And if it's murky, don't let it worry you. Up in the control tower these same men, the controller-in-charge and his assistants, know you are there and have complete control over the movements of your plane. They will bring you in or start you on your journey in safe and orderly manner.

## Record Travel Reported By Oakland Chamber

Travel agency members of the Oakland Chamber of Commerce, which book a total of more than four million dollars a year in trips, report that 1951 is well on the way to becoming a record year for travel.

Long established agencies offering extensive free services and specializing in planning and arranging pleasant, successful vacations, they report the increased business is being shared by all means of transportation, sea, ground and air. The 1951 travel is moving in all directions and to all points of interest, both domestic and foreign—except Russia, the agencies add.

Travel agencies that are members of the Oakland Chamber are: H. C. Capwell Travel Service, 20th and Broadway, Oakland 12; Lachelt Travel Service, Financial Center Building, Oakland 12; Crabtree's Travel Service, 1623 Broadway, Oakland 12 and Ask Mr. Foster Travel Service, with offices at the Sir Francis Drake Hotel, St. Francis and the White House store, in San Francisco.

Safe workers are producing workers, and producing workers strengthen America, the National Safety Council says.

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**BUILDING A HOUSE** in the Bay Area costs about the same now as at the first of the year, but fewer houses are being bought or sold. This summary opinion of Bay Area real estate experts is presented in the third quarter 1951 Bay Area Real Estate Report, published by the Bay Area Council's Real Estate Research Committee.

Over 19,000 new homes were completed in the Bay Area during the first half of 1951, and 17,000 more new homes were started under construction. The completions showed a 20 per cent increase over a like period of 1950, while the starts declined 15 per cent.

"A severe shortage of mortgage credit represents one major factor in the slackening off of demand for existing or new homes," according to Paul F. Wendt, editorial chairman of the Real Estate Research Committee. "As in other lines of goods, consumers also are resisting high-priced houses which is evident particularly from long vacancies and easing of rents in the more expensive rental units."

The trend of declining real estate activity is not uniform, however, throughout the Bay Area. In portions of Alameda, Marin, Santa Clara and Solano counties an influx of defense workers has developed a demand for living quarters to the extent that a housing shortage exists in some of these localities.

Under present regulations tract homebuilders will have a difficult time getting necessary materials, or finding customers during the latter half of 1951, unless the continued pressure for relaxation of government mortgage credit controls meets with success.

Among the articles included in this report are: April 1951 sample survey of new postwar apartment house projects in the bay area; new information on population, households, and family income



**FRANK E. MARSH**, Gen. Mgr.  
San Francisco Bay Area Council

from the 1950 census; status of rent control in bay area counties; changes in the bay area housing building industry.

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San Francisco's "scope and opportunity and the welcome extended to new and young internationally-minded traders" has resulted in the decision of Skolnik Brothers Inc. to establish a branch operation here, according to a letter received by James Campbell, superintendent of the Port's Foreign Trade Zone at Pier 45.

Jim Skolnik, representative of the New York export-import firm, wrote Mr. Campbell saying, in part:

"It may be of interest to you to know that you have been largely responsible for my decision to establish in San Francisco by giving me to understand that there is scope and opportunity and that your city welcomes new and young internationally-minded traders."

The company's immediate operation will involve packing and grading of spices, sausage casings, hides and skins.

**L**IEUT. COLONEL FRANCIS C. GUNN has assumed duties at the Presidio of San Francisco as Chief Nurse for the Sixth Army. Colonel Gunn succeeds Colonel Ruby F. Bryant who is now Chief of the Army Nurse Corps in Washington, D.C.

A graduate of the University of California and the Army School of Nursing at Walter Reed Hospital, Washington, D. C., Colonel Gunn is a native of Augusta, Ga.

During World War II she served at Papuan, New Guinea, and Luzon, P. I., winning the Bronze Star Medal. Later she was Chief Nurse

for the Philippine Base Section at Manila. For the past four years she has been assigned to the Office of the Surgeon General in Washington, D. C. She entered service in October, 1932, and has also served at Fort McPherson, Ga., the Hawaiian Islands and West Point, New York.

More than one-half of all the new homes sold in the Los Angeles, San Francisco Bay, Seattle, and Denver metropolitan areas combined during late 1949 and early 1950 were in the \$7,500-\$9,500 price class. Seven out of every ten purchasers were World War II veterans, and two-thirds of these veterans made down payments on their new homes of five percent or less.

These are some of the facts brought out by a Bureau of Labor Statistics study of almost 30,000 new dwelling units completed in these four areas during the last six months of 1949 and sold or rented before the following summer.

Postpone M-Day—the day of the millionth traffic death—by careful driving, the National Safety Council urges.

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**MOST REVEREND JOHN J. MITTY, D.D.**

(Continued from Page 7)

nanced without cost to the state. An act exempting such schools from taxation, almost unanimously approved by the legislature and signed by Governor Earl Warren, may be subject of referendum action.

Naturally, Archbishop Mitty favors the act relieving the schools of taxation. But he does not favor it to the extent of permitting the argument to degenerate into one of religious bigotry. He believes the voters should consider the proposition according to the suggestion he once made to Governor Warren concerning an issue of mutual concern to the state and the church.

**UNOFFICIALLY**

Unofficially he called the problem to the attention of the Governor. Then he said:

"I don't expect you to accept our side of it. All I ask you to do is to consider our arguments and make your own decision on the basis of evidence."

The Archbishop hopes the voters will do the same when they consider the school tax exemption if the issue reaches the ballot not earlier than 1952.

Those attempting to invalidate the school tax exemption act are using the old saw that it is just another step to wipe out the constitutional requirements for separation of Church and State.

The fact of the matter is that the Church would abandon the tax exemption proposal if its establishment required the merger of Church and State.

As do all the Catholic Bishops of the United States, Archbishop Mitty accommodates himself to the United States system that divides the Church and State, and it is under this system that the Church in the United States has progressed and grown.

**GROWTH**

This growth is reflected in the increased population of the Church in the United States. An estimated 868,737 members were added during the period preceding the 1950 Catholic census as compiled by the Catholic Directory.

That there is a total absence of state interference in the religious affairs of the Church is due to the Constitution of the United States. Benefits that might result from a state financial subsidy, for example, would be far less than their cost were the Church to accept the subsidy and lose its independence.

The bishops, reasonably sure of themselves in any situation requiring thought and not unversed in the science of politics, realize that the individual who pays the bills can usually influence selection

of the tune. For this, and another reason, Archbishop Mitty has based the finances of his Archdiocese on the generosity of the many rather than of the wealthy few. In addition to maintaining his independence, he has made certain that the greatest possible number will be interested in the activity of the Church.

**SUCCESS**

The success of this policy is depicted in the statistics relating the growth of the Archdiocese during the stewardship of Archbishop Mitty.

He has ordained 707 priests; consecrated six bishops. Five of the prelates were young churchmen, natives of San Francisco. Their elevation to the hierarchy is significant of his policy to make the fullest use of youthful ability. He has increased his "officer corps" to 873 priests, as compared with 667 in 1935. Four hundred and eighty of them are diocesan priests.

While the number of schools has increased at a rapid rate, their facilities are insufficient to meet the demands arising from the increased population of the region. In the thirteen counties of the Archdiocese live more than 750,000 members of the Church, as compared with the 635,000 of fifteen years ago. In 1935, the number of baptisms totaled 9,254; in 1950 the number exceeded 22,000.

**INCREASED**

The increased number of schools has been built to meet the educational demands of this increasing population. More than 39,000 students are enrolled in 98 elementary schools; more than 6,000 attend classes in 17 private schools; the enrollment in 35 high schools exceeds 11,000 students.

Had not the Archdiocese and its members built these schools and continued their operation, the taxpayers of the communities would be paying an estimated \$16,245,000 additional in taxes each year to provide the required educational facilities.

Considering the problem on a purely monetary basis, the Archdiocese is saving the public taxpayers more than \$1,000,000 a month by operating its own schools—and, at the same time, paying its public school tax.

One feature of the Archbishop's administration of these schools is his determination that not only the buildings but the quality of education shall equal if not exceed that provided by the public school system.

There is no need to discuss here or argue the relative merits of (Continued on next page)

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Catholic and public school education as far as the Three R's and development of character is concerned.

One either accepts the fact that the parochial school education is superior or he doesn't.

But Archbishop Mitty has made sure that he has used all available resources and methods to maintain a high standard of education. He sends young priests who will specialize in education to professional schools for professional training. This is not, as might be supposed, obtained exclusively in the church-sponsored schools.

ADMINISTRATORS

His school administrators, for example, learn the science of school administration at such state institutions as the University of California.

This professional training opportunity and demand is merely activating his belief that requirements of the modern world demand full use of the benefits provided by a modern world. He knows civilization of mid-century is vastly different than the civilization of 1900. Therefore, the means must be modified to the moment if the certain ends of his faith are to be obtained.

The professional training of young priests is one of the policies of his administration. At least ten per cent of the priests ordained in the Archdiocese are given the opportunity for post-graduate work in Education, Social Welfare and Canon Law. He has established this policy because he believes firmly in the ability and the energy and enthusiasm of youth.

ADVOCATE

He also is an advocate of delegated authority and administration. He outlines general policy and then gives his young administrators the opportunity to make their own judgments. He isn't a commanding officer who breaks off a strategic conference to make sure automobile mechanics at the motor pool are wearing their helmets. That, he believes, should be the responsibility of the sergeants.

"It is a wise man who relies on the younger generation," he says.

He also is wise and prudent in the way a churchman should participate in the practice of lay politics. Not without reason he is concerned with such problems for his attempts to be a good citizen. His position gives him more than ordinary influence. This he is careful not to abuse. And yet he is always willing and ready to co-operate in every way with civilian authorities for the welfare of city, state and nation.

This help and advice continually effects the Archbishop's cosmo-

politan understanding, his knowledge of history, a tolerance for worldliness, and a deep understanding and sympathy for man and his problems. He does not become too excited about too many unimportant things.

When the University of California oath controversy was raging, he expressed the opinion that individuals could be "over-sworn." He knew mere subscribing to an oath by a treasonable individual would not prohibit such detrimental acts that were potential.

On the subject of labor, he follows the Church's Magna Charta for Labor: the Encyclical *Rerum Novarum*. This document, issued before the turn of the century, together with the Encyclical *Quadragesimo Anno* issued in 1931, advocates social rights the Communists are just now talking about—the right to unionize, a living wage necessary for a minimum standard of living. It recognized labor not as a chattel but as human.

But, he says, some employers do not act justly and in accordance with the moral law in their dealings with labor.

Because of the wide diversity of

his problems and his dedication to his vocation, Archbishop Mitty essentially is a lonely man.

His office at the Chancery is austere. His desk is old and scarred. The walls are bare but for the standard religious pictures of such a room—constant reminders of others who performed great deeds.

His hours of work are long. When they are completed he is denied the companionship that makes life more full for less dedicated men.

"At night," he says, "I read the paper or go to my room and work."

His one relaxation appears to be the pleasure of spending too few hours in the quiet, peaceful surroundings of St. Patrick's Seminary at Menlo Park. But those interludes are few and brief.

For continually, perhaps unknowingly, he attempts to meet the requirements of his episcopal motto:

MIHI VIVERE CHRISTUS EST  
—"To me to live is Christ."

That is why his city, his state, and his nation benefit beyond measure from his work for his Church.

Coast Groups Elect Fire Chief Walsh

San Francisco's top fire fighter, Chief Edward Walsh, has been



EDWARD P. WALSH  
Chief Engineer, S. F. Fire Department

elected vice-president of the Pacific Coast Inter-Mountain Association of Fire Chiefs at its meeting in Portland, Ore.

William J. Taylor, of Burbank, Calif., was named president.

Stock Show October 26

The 1951 Grand National Livestock Exposition, Horse Show and International Rodeo Association Championship Finals will be presented at the San Francisco Cow Palace, October 26 through November 4, it was announced by the Cow Palace Board of Directors.

San Leandro Picks 4 School Chiefs

Appointment of four new principals in the San Leandro Elementary School district has been announced by the board of education.

They include elevation of Edgar Cerf from vice principal to acting principal of Grover Cleveland School; elevation of Mrs. Jane Gordon from district general supervisor to principal of James Garfield School; transfer of Walter Klas from Garfield to principal of Washington School, and transfer of Burdette Miller from Cleveland School to principal of Roosevelt School.

Freeway Group

The newly organized San Francisco-Marin Freeway Assn. has begun a study of traffic problems on Marin County approach to the Golden Gate Bridge. Warren V. Glass, of Sausalito, is president of the group.

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## WHIT HENRY

(Continued from Page 3)

because it was at best a synthetic deal that meant nothing. In fact, most people couldn't even pronounce it correctly. However, there is a celebration that is feted annually, and if it was celebrated on a city-wide scale it would attract tourists to this area from all over America. I refer to Chinese New Year. This is not the first time that this column has advocated such a move and if nothing is forthcoming it will be mentioned again.

**THE PRIMARY ATTRACTION** to tourists is still the cable car, and while to many they may be an

anachronism, to the tourist they are a never ending thrill and they are long a topic of conversation among the folks back home. People who ride them daily have never said that they would prefer a bus to ride on. But then I don't suppose that anyone ever asked the riders their opinions. But they always ask the "experts" who never ride in anything except a chauffeur driven automobile.

**LIMERICKS HAVE LONG** been the playground of the great literary minds of the English language. Here are some that may bring a smile to the reader of an otherwise somewhat dreary column:

*There was a young princess named Brenda,*

*Who built a large palace in Zenda,  
This magnificent pile  
Was half marble, half tile;  
So she called it her half-hacienda.*

*There was a young man of Fort Blainey,  
Who proposed to his typist named Janey;*

*When his friends said "Oh, dear!  
She's so old and so queer!"  
He replied, "But the day was so rainy."*

*A canner, exceedingly canny,  
One morning remarked to his granny,*

*"A canner can can  
Anything that he can  
But a canner can't can a can,  
can he?"*

*A certain young fellow named Beebee  
Wished to wed with a lady named Phoebe,*

*"But," said he, "I must see  
What the clerical fee  
Be before Phoebe be Phoebe Beebee."*

*A tutor who tooted a flute,  
Tried to teach two young tooters to toot;  
Said the two to the tutor,*

*"Is it harder to toot or  
To tutor two tooters to toot?"*

*There was a composer named Liszt  
Who from writing could never desist.*

*He made polonaises  
Quite worthy of praises,  
And now that he's gone he is miszt.*

*A flea and a fly in a flue  
Were imprisoned, so what could they do?*

*Said the fly, "Let us flee,"  
Said the flea, "Let us fly,"  
So they flew through a flaw in the flue.*

*There was a young man from the city,  
Who met what he thought was kitty;*

*He gave it a pat,  
And said "Nice little cat."  
And they buried his clothes out of pity.*

*There once was a sculptor name Phidias,  
Whose tastes were extremely invidious.*

*He carved Aphrodite  
Without any nightie,  
Which shocked all the ultra fastidious.*

*Mary Jane goes to bed at eleven  
Committing her welfare to heaven.  
Her face is so pure,  
She's so good and demure—  
But then, she's 'most forty-seven*

*A lady who lived in Montana  
Had a beautiful daughter named I  
Who once took a seat  
On Twentieth Street,  
Having slipped on a piece of banana.*

*If you have any limericks that you like, and you would like to share them, send them in and let me put them in this column. Thank you.*

National Safety Council figures show that about half the drownings each year take place in only three months—June, July and August. Don't take chances in the water.

*The Rule Breaker Is an Accident Maker!*

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## Eminence

(Here is a much-appreciated "salute—from one neighbor to another" . . . an editorial which appeared in a recent issue of the RICHMOND INDEPENDENT. It is reprinted here with the thought that San Franciscans are always interested in hearing so favorably about their city from another.—Ed.)

SAN FRANCISCO's selection as the site for the signing of the peace treaty with Japan gives renewed evidence of the growing international stature of the city by the Golden Gate, and the entire State of California.

Its cosmopolitan population and atmosphere, its tolerance and friendly hospitality, its central location and other attributes led to its choice as the city where the United Nations conference on international organization was held in 1945 at which the United Nations was born.

Long known as the gateway to the Orient in the days when sail and steam ruled ocean transportation, the city has kept pace with the times by building a magnificent international airport which has earned the title of "crossroads of the world."

If the diplomats of the world keep beating a path to San Francisco, some day a "peace of San Francisco" may bring rest and reconstruction to the strife-torn globe.

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OCTOBER, 1951  
VOL. 18—NO. 10

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DAVID E. LEWIS, General Manager  
San Francisco Recreation and Park Department

(See story on Page 5)



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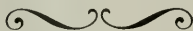
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OCTOBER, 1951

## Around and About

By WHIT HENRY

I OFTEN WONDER if there is a conspiracy between the soap manufacturers and the soap dish makers? I am sure that a child could design a receptacle that would permit the water to flow freely away from a wet piece of soap. But do the homemakers of America permit such practical things in the bathrooms of the modern home? No. And it should not be a difficult thing, but at the present time more soap is wasted than is actually used. A terrible waste I claim.

\* \* \*

ORDINARILY I don't care for Hollywood types or things that pertain to that part of California, but I must confess that I am in favor of the trend that is causing men's clothes to be made more colorful which stems directly from the so-called Hollywood design center. Don't you think that men look more comfortable in a sport shirt than with a tight-fitting collar? And vari-colored jackets are far more pleasing to the eye than a drab gray or brown that have been the accepted mode of the past. Remember SPEMAA? The Society for the Permanent Exposure of the Male Adam's Apple? The sport shirt is the best proof of the soundness of the basis for the organization.

\* \* \*

ON THE SUBJECT of color in clothes no man should ever wear a tie two days in a row and preferably at least two weeks should elapse between wearing the same tie twice. And all men will be eternally grateful when ties take their places with derby hats and whalebone corsets.

\* \* \*

IT IS UNNECESSARY to travel hundreds of miles to enjoy the delights of motoring. A very enjoyable trip is to the old mining

community of New Almaden which is about twelve miles south of San Jose in that part of the Coast  
 (Continued on Page 20)

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**WALNUT CREEK, CALIFORNIA.** "The Friendly Community," the city nearest the center of Contra Costa County, fifteen miles from Oakland and the San Francisco Bay area, lying in the shadow of Central California's historic landmark.

Walnut Creek no doubt attained its name from the numerous bluffs and walnut trees which grow naturally along the creek banks. Since the locality seemed the natural habitat for the walnut tree, hundreds of acres were planted in the twenty-year period between 1910 and 1930. With the annual rainfall from 15 to 25 inches, the walnut tree grows rapidly and produces well under the climatic conditions of this vicinity. Each year approximately 150 carloads of walnuts are shipped from Walnut Creek. These walnuts reach the markets of the world under the famous Diamond and Emerald brand.

This community has experienced phenomenal growth in the past three years and is becoming known throughout the nation for the fine quality homes and the friendliness of its people. The small incorporated limits of the City of Walnut Creek showed a population increase of 35 per cent since 1945. However, the unincorporated surrounding area has shown a population increase of more than 100 per cent during the same period.

Walnut Creek is proud of its schools and outstanding faculty members. Additional school buildings conveniently located are under construction to serve the increasing population. Acalanes High School is known the world over as an example of good school architecture and progressive education. Property has been acquired and construction of another high school will be under way in the near future. A Junior College District has been formed and classes will start this fall.

St. Mary's College, located in the Moraga Hills, is just six miles from Walnut Creek, while the

University of California at Berkeley is just thirteen miles distant.

Being a community of home owners, churches play an important part in the life of the area, with fifteen churches to serve all religious faiths. Many at present are undertaking building programs to enlarge facilities.

Three service clubs are represented as well as religious and fraternal organizations.

Two newspapers are published locally, one weekly, and the other bi-weekly, and the area is served by seven daily newspapers published in the metropolitan Oakland-San Francisco Bay Area.

The large number of residents who commute to jobs in the San Francisco Bay Area are served by fast highways and bus service, by which they can reach Oakland in 30 minutes and San Francisco in 45 to 50 minutes. Buses en route through Walnut Creek en route to the Sacramento Valley. Shippers are served by two railroads and several motor freight lines. A local bus serves the Walnut Creek trading area.

Each year on the eve of the walnut harvest, Walnut Creek hosts the Walnut Festival, three days of celebration and merrymaking. Everyone in the community assists and everyone participates to make the festival the leading celebration in Contra Costa County.

J. A. Bell is mayor of this community with Elmer Hansen, Arthur A. Franklin, Harry Grizzotto and Lawrence H. Weill other members of the City Council. Mayor Jan Vecki is City Clerk.

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# DAVID E. LEWIS, Gen. Mgr.

## Recreation and Park Department City and County of San Francisco

By WILLIAM FLYNN  
Special Writer — The Record

**DAVID E. LEWIS**, general manager of San Francisco's merged Recreation and Park Department, is one of those individuals who tries to practice what he once preached—good government.

For a number of years, he was a constructive critic of municipal government. He called his shots "without fear or favor," to coin a phrase, under the auspices of the San Francisco Bureau of Governmental Research.

The Bureau of Governmental Research is sponsored by a number of large property owners in San Francisco. Its favorite occupation is learned studies of the municipal budget and the tax rate.

These usually result in the conclusions that might be expected of the men who don't seem to realize that regardless of how much property they own, they have no more influence in election than is provided by the single vote that every qualified citizen is entitled to cast.

### CONCLUSIONS

The conclusions usually "conclude" that the municipal government is wasting the taxpayers' money because sound business principles have not been applied to government.

This is one of the great fallacies of the American Way of Life. The fact that an individual is master of one profession, business, does not necessarily qualify him to be a master in the profession of government.

Charles Wilson, the one-time General Electric president, who now is trying to run the nation's mobilization program, has learned this the hard way. He is now the target for the Merchants and Manufacturers Association when he once was their pitcher. The fact of the matter is, he is still the same individual and thinking the same way.

### PAMPHLETS

The pamphlets issued by the Bureau of Governmental Research are nicely printed and written in a learned manner. They are larded liberally with statistics that only Controller Harry D. Ross and his

men who make merry while fighting with digits can understand.

For a number of years Lewis was the researcher and writer of these documents. They must have had some influence on the conduct of the municipal administration. The fact they are continued is evidence that they paid dividends in some manner or other. Big business men who invest in them seldom back a losing horse in more than a dozen races unless there is a sentimental reason.

Lewis is a tall, lean individual. He might have made good in the modern Technicolor western as the silent, unselfish hero who never uses one word when none will do, but lets his gun do most of the talking.

### DESERTED

But he deserted his native Texas and thereby lost the potential opportunity to eye a Jane Russell against the sunset. Instead, he went to work for a living. And, he ended up by switching sides in the controversy over government. The reason: "More money."

By virtue of being the smartest individual who took the civil service examination, Lewis became administrative assistant to the late Angelo Joseph Rossi, Mayor of San Francisco. His task was to present the same analytical analysis of government operation and the cost thereof to His Honor, give him the information, and let His Honor make the policy.

In effect, Lewis applied his talents for the benefit of the man who was spending the tax dollars—not the individuals who were contrib-

uting them to the municipal treasury.

In this role, Lewis became an influential career worker in the government of San Francisco and he has served sufficiently long to be able to say of Mayors that they come and go but the problems of the office seem to go on forever.

Right now he is doing a stretch as general manager of the single Recreation and Park Department, something new in San Francisco.

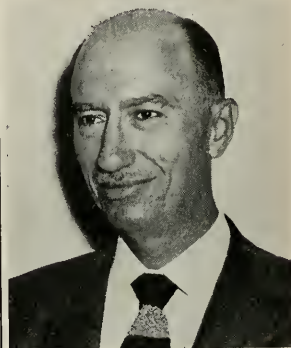
He is on a six months leave of absence from his job as Administrative Assistant to the Mayor and expects to return there when he is paroled from the land of lawns, gardens and supervised activity for young and old who need to be told what to do with their spare time.

### UNDISCLOSED

Just why Mayor Elmer E. Robinson influenced the Recreation and Park Commissioners to appoint Lewis as the interim successor of Harvey E. Teller who retired because of age from the \$12,000 a year job has not been disclosed.

The Mayor said:

"As a result of his survey of the two (Recreation and Park) departments in 1947 as well as his procedural and organizational studies just prior to the beginning



DAVID E. LEWIS, Gen. Mgr.  
Recreation and Park Department  
City and County of San Francisco

of the consolidation, Mr. Lewis is familiar with the various problems to be solved and appears to be the logical person to take over during the critical period following Mr. Teller's retirement.

"Although I have continued need for Mr. Lewis's services I feel that the need to complete the consolidation of the Recreation and Park Department takes precedence."

There could be another reason for the Lewis appointment.

The vacancy had to be filled before the November election when the Mayor will seek to have his lease renewed on Suite 200 at the City Hall. Consequently, the Mayor

(Continued on next page)



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## DAVID E. LEWIS, General Manager

(Continued from page 5)

or could have found himself in Patrick's position.

Patrick, so the story goes, was about to shuffle off the mortal coil after a long and adventurous life. Members of his family, gathered at his home in anticipation of the wake, finally broke down his resistance, and he granted permission for the parish priest to call.

"Ah, Patrick," said the good father, "now has come the time for you to renounce the devil."

Patrick, roused from his private dreams, slowly opened one eye, drilled the priest with a glance, and whispered:

"Father, you know a man in my position can't afford to antagonize anyone."

### MAYOR

Perhaps Mayor Robinson, as far as the general managership of the major department, could not afford to antagonize anyone during election year.

Certainly, Lewis' appointment didn't; not even Lewis.

Regardless of the real reason for the appointment, his selection is beneficial to the citizen-owners of the \$4,487,565 a year organization that has approximately 841 workers on the payroll.

He brings to the job a qualified professional background, a practical and theoretical knowledge of the science of government, and an integrity of character that marks him as an unsung man of distinction.

David E. ("E") through the courtesy of a clerical error in the Department of the Army in World War I) Lewis was born in Ben Franklin, Texas, on November 24, 1897, the son of Lavert Livingstone Lewis and Martha Elizabeth McKee Lewis.

### PARENTS

His mother and father were living symbols of those individuals who, through strength of character and spirit and physical hardiness, pioneered the frontiers of the nation and laid the foundation for the nation that exists today—with possibly the vigor and brains required of a mature world power.

They farmed. They taught school. They reared men and women. They believed in God and submitted to His Will.

Because the family travelled considerably under the spell of the restlessness of the frontier of the Southwest, Lewis did not receive the supposed benefits of formal schooling.

Economic necessity forced him to go to work after he finished the tenth grade. But he did not cease acquiring education. As an example of his competitive mental

powers, and his family training, he placed first in a civil service examination for mail carrier in Boswell, Oklahoma, when he was 18. But he did not carry the mail for long. Two years later he was working in Kansas City.

### EXPERIENCE

There he acquired considerable experience, some of which qualifies him to make authoritative judgments as administrative assistant to the Mayor of San Francisco when he considers the baffling and befuddling finances of the Municipal Railway.

Lewis was a motorman, cash receiver and division clerk for the Kansas City Street Railway Company. He was just about to qualify for another promotion when the First Unpleasantness of World Powers of the Twentieth Century came along and he became an infantryman.

He trained and trained and his Division was alerted for overseas shipment when the Germans sued for peace. He denies the event was inspired by intelligence that Lewis was about to take a hand in the proceedings.

### CIVILIAN

Mustered out of uniform, Lewis took the advice of Greeley and headed west. He stepped off the Southern Pacific at the Oakland mole fittingly attired for life in the promised land of continual and glorious sunshine.

He was wearing a white linen suit, a silk shirt, and a straw hat.

The weather was nothing unusual—fog and wind and chilling temperatures.

Nevertheless, he stayed around. His home is at 484 Thirty-seventh Avenue. His family is his wife, the former Mary Louise Winnell, and their daughters, Mary Elizabeth, 18, who matriculated at the University of California this year; and Ellen Marie, 16, a senior at George Washington High School.

His first "local" job was as an accountant for the Southern Pacific Railway. He remained with the ticket buyers friend until January 1, 1923.

### STUDYING

During his off hours, he had been studying accounting by mail. He passed the examination that separates bookkeepers from the ranks of Certified Public Accountants and joined the firm of William Dolge & Company. He specialized in the audits of governmental agencies and utilities and remained with the firm until October 1, 1936. Then he went to work for the Bureau of Governmental Research.

(Continued on page 21)

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## New Oakland Port Commission Head Active Business Leader

**DUDLEY W. FROST**, President of the Oakland Board of Port Commissioners, which administers the Port of Oakland, and the Oakland Municipal Airport, has been active in the civic and business affairs of Oakland and the East Bay Area for many years.

Frost was born in Hayward on January 25, 1899, and graduated from the public schools in Alameda. During World War I, he served in Ambulance Company No. 2 of the Eighth Division of the U. S. Regular Army.

Upon his discharge from the army, he was employed by the Key System Transit Lines (then Key System of Oakland), where he became Assistant to the Vice-President in Charge of Operations. He resigned his position in 1936. In 1937, he became secretary of the Downtown Property Owners Association, Downtown Merchants Association, and Downtown Merchants Parking Association of Oakland.

### OVERSEAS

When World War II came, he entered the United States Army again in 1943 as a member of the Transportation Corps, serving overseas in the European Theater of Operations for two years, where he became executive officer to the Chief of Transportation in the United Kingdom base with headquarters in London.

Upon his discharge from military service, Frost was appointed executive secretary to United States Senator William F. Knowland and went to Washington with him. After completing the organization of the newly appointed senator Knowland's office in the national capital, he returned to Oakland in 1946 to resume the direction of the Downtown Association in Oakland.

He remained with the Downtown associations until he organized his present concern, Dudley Frost and Associates, consultants in civic development, although he is still vice president of the Downtown Property Owners Association, Inc. As head of Dudley Frost and Associates, he has been called in as an expert in shopping centers, decentralization, traffic, parking, mass transportation, and highway arrangements and planning.

### APPOINTED

On May 7, 1946, he was appointed by former Mayor Herbert L. Beach as a member of the Oakland Housing Authority to succeed Stanley A. Burgraff, when the latter left that body to become a member of the Oakland Board of Port Commissioners. Frost's appointment in turn to the Board of Port Commissioners took place on December 19, 1946. He replaced John F. Hassler, now City Manager of Oakland.

Frost's term on the Board ended on July 10, 1949, and he was

the transit shed at the Ninth Ave. Terminal, Port assistance in the construction and opening of the first units of the Eastbay Freeway, the dedication and establishment of Jack London Square at the foot of Broadway as a major restaurant area, the promotion nationally of the Port of Oakland as one of the major ports of the nation and the Pacific Coast, and many other important contributions.



**DUDLEY W. FROST**, President  
Oakland Board of Port Commissioners

re-appointed to the Board by city council resolution on September 15, 1949. He took his oath of office on the same day, and was elected second vice-president of the Board on September 19 of the same year.

During his term of office as second vice-president, the Board of Port Commissioners initiated many worth-while community projects and Port improvements. The Board negotiated the compromise agreement with the U. S. Army for the return to the Port of the Outer Harbor Terminal, used during World War II as a part of the Oakland Army Base, inaugurated a major campaign both locally and nationally for increased air-line schedules at the Oakland Municipal Airport, the reclamation of the first unit of the San Leandro Bay industrial project, the extension of

the transit shed at the Ninth Ave. Terminal, Port assistance in the construction and opening of the first units of the Eastbay Freeway, the dedication and establishment of Jack London Square at the foot of Broadway as a major restaurant area, the promotion nationally of the Port of Oakland as one of the major ports of the nation and the Pacific Coast, and many other important contributions.

On August 15, 1951, Frost was elected vice-chairman of the Alameda County Highway Advisory Committee with Supervisor Harry Bartell as chairman. Frost played a leading role in the formation of the highway advisory committee, and has been an active member since that time. Frost also is chairman of the Oakland Chamber of Commerce's highway group, and has presented the advisory committee's recommendations of highway construction projects to the State Highway Commission. The Alameda County Highway Advisory Committee was formed in 1945

to press for improvement of the State highway system in Alameda County and is composed of official representatives of all the cities and major civic organizations in the county.

He is a past president of the Oakland Junior Chamber of Commerce, a past vice-president of the Athens Athletic Club of Oakland, Oakland Lions Club, Oakland Advertising Club; a member of the California State Chamber of Commerce, Statewide Highway Committee, City of Oakland Mayor's Traffic Committee; Park Boulevard Lodge No. 568, F. & A. M.; Military Order of World Wars, American Legion, Veterans of Foreign Wars, and the Oakland Chamber of Commerce.

Frost, who lives at 230 Orange Street, Oakland, has a son, who is a student at the University of California.

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# Bagdad Bonanza!

By FRANK DAVIN

Photos by BOB ROCKWELL

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## Successful Muni Prevention Program Brings 23% Drop in Accident Rate

**B**ONANZA IS A FAMILIAR WORD in San Francisco. The residents of beautiful "Bagdad-by-the-Bay" know payday when they hit it and ten-strike phrases come naturally to a city that grew to maturity in the Gold Rush days and took the fabulous era of the China trade in stride. Biggest bonanza of recent years has been dredged up by the successful accident prevention program of the San Francisco Municipal Railway.

This Bagdad Bonanza brought the San Francisco Municipal Railway a 23 per cent reduction in the accident rate over its record for the previous year. It was truly a ten-strike in lives saved and resources conserved for San Francisco taxpayers.

None of the results achieved by the "Muni Railway" were accomplished overnight or by any mere coincidence. They were all achieved through hard work at all levels by company personnel, and by a sound management that envisioned a safe trip as a fundamental part of its contract with the rider.

As Ned H. Dearborn, president of the National Safety Council, put it: "It is axiomatic that workers completely reflect the attitude of top management in matters pertaining to accident prevention," which comment is particularly apropos of the situation in San Francisco.

Mayor Elmer E. Robinson is intensely interested in the operations of "Muni." Accident prevention—in his mind—is an integral part of an efficient operation, and San Francisco's Mayor is a very efficient public official.

Backing Mayor Robinson's views to the hilt, the city's Public Utilities Commission has gone to great lengths to see to it that service has been stepped up, accidents slashed, and courtesy made a system-wide attribute.

Kudos, therefore, are in order for Commission President Philip F. Landis, and Commissioners Edward B. Baron, Donald A. Cameron, Sam McKee and Victor S. Swanson.

Translating these forward-look-

ing views into action, James H. Turner, manager of utilities, Municipal Railway, is very much on the ball, evincing a personal interest, 'round-the-clock, in all the manifold workings of "Muni." His two top-ranking aides, William H. Scott, general manager, and Chas. D. Miller, operating manager, see to it that the accident prevention program is not shunted aside in transit's perpetual battle with schedules, traffic congestion, or in meeting the demands of an oft-time fickle riding public.

Topside, "Muni's" management insists that accidents can and must be prevented. And it is almost impossible to encounter such enthusiasm as Mayor Robinson's, or the spirit that animates the commissioners or operations management without becoming somewhat "infected" with enthusiasm for "Muni's" modernized transit operation. And it is fortunate for San Francisco, indeed, that this blessed "virus" has seemingly "infected" the entire "Muni" organization.

San Francisco Municipal Railway adopted the Safe Driver Award Program of the National Safety Council in November, 1949. At year's end, it ticked off such tangible results as would satisfy even the most hardboiled critic. The intangible results are just as solidly rooted as any that can be

demonstrated by graphs, charts or money in the bank. They consist largely of a new set of attitudes that are the soil in which grows courtesy, service and cooperative effort.

There were 568 proud men operating "Muni" Railway vehicles at year's end. They were the winners of the NSC Safe Driver Awards—the nation's highest honor for professional safe driving performance.

### PROUDEST

But proudest of all of them was Paul J. Fanning, director of the Public Utilities Commission's Bureau of Personnel and Safety, who was one of the prime movers in setting up the Safe Driver Award Program.

"It's fabulous," Mr. Fanning stated. "The results of this program have exceeded all our expectations. The high percentage of men who completed the year without a chargeable accident has been most gratifying. Out of 1,500 operators eligible to participate, more than 36 per cent received awards."

San Francisco is no naive metropolis. Its citizens are cosmopolitan in every sense of the word; yet they love the landmarks that make their town unique, refusing to part with certain of them at the price of civic progress. One su-

Adequate bus loading zones have helped to speed up local transit service. This is one of Muni Railway's 358 brand-new jobs which has made straphanging a lost art in San Francisco.



Below: Union Square, housing a four-story, sub-surface garage, the largest in the world, is a familiar scene to San Franciscans. In the background is St. Francis Hotel.





much to the San Francisco scene provided by the cable cars that furnish an old world flavor to Jackson and Powell Streets—even they also offer a permanent headache as far as accident prevention is concerned. Passengers riding the steps of the cable cars, hanging on in clusters as they grip the vertical handrails, give the Department of Personnel and Safety the screaming headlines, but they have learned to live with this permanent hazard through their modern accident prevention program. And the gripmen

and conductors on the famed old cable cars have developed a sixth sense on the probable antics of their passengers that lets them know just when to pounce on the unwary before he does damage to himself and violence to the "Muni" Railway accident record. There have been tremendous changes in San Francisco. While the cable cars go clanging over Nob and Russian Hills, Market Street is certainly different. Gone are two tracks of the famous four-track system. Streamlined trolley coaches, loading at the curb, have

replaced the lumbering street cars which used to clutter the thoroughfare. Your dime buys a lot of ride in this West Coast metropolis and best of all—it includes a sense of assurance that you will get to your destination safely. Here, we think, is the Mother Lode in this Bagdad Bonanza—the sense of security that stems from right attitude on the part of the "Muni" Railway operators. And it didn't just happen. When we visited Paul Fanning in his Presidio office, he told us: "In our search for ways and means

to reduce accidents on the San Francisco Municipal Railway, the question of a drivers' incentive program was considered of paramount importance, and after lengthy discussions and study, it was decided in 1949 to use the National Safety Council's Safe Driver Award Plan as the incentive (Continued on next page)

At right: San Francisco's Mayor Robinson; Muni Railway's director of personnel and safety, Paul J. Fanning; and Iver C. Larson, executive vice-president, San Francisco Chapter, NSC, as they look over the improvement shown in accident prevention.



Above: Presidio trolley coach yard at night. This is one of the finest maintenance units in the country. Every installation has been designed to give coaches modern, streamlined service.





# BAGDAD BONANZA

(Continued from Page 9)

portion of our over-all safety program.

"This decision on the part of management has indeed proved most fortunate as, without any question of doubt, the most valuable tool currently in use on this property is the Safe Driver Award Plan. The evidence is in the number of men who were successful in winning the award in the first year of its inauguration. This coupled with our reduction of accidents, offers conclusive proof of the effectiveness of the Award Program."

Paul J. Fanning is a shrewd transit executive. Under his direction, the Bureau of Personnel and Safety doesn't miss a trick in inculcating safe habits in all "Muni" Railway employees. It pays off like a dollar slot machine when the jackpot lets go.

Paul Coburn, director of the Council's Motor Transportation Bureau, Iver Larson, executive vice-president of the San Francisco Chapter, NSC, and I toured the Presidio trolley coach yard,



One of San Francisco's beloved old cable cars (at top right) negotiates a Washington St. grade. The Bay Bridge is visible in the foreground. *Middle photo:* The turntable at Powell and Market, where the quaint cable cars are turned around. *Lower photo:* Another view of Powell St. from Market, shows the grade up Nob Hill.

fell off 27 per cent. A breakdown shows that boarding accidents were reduced 35 per cent; alighting accidents were slashed 32 per cent; and falls on board were 19 per cent. As Dick Griffin pointed out, this offers rather conclusive evidence that "Muni" Railway vehicles were operated more carefully in 1950 than they were in 1949. In any honest appraisal, it would have to be stated that the improvement began in 1947 and has continued to date, with the program being accelerated since the inauguration of the NSC Safe Driver Award Plan. That's what the record shows.

The big ballyhoo for the NSC Safe Driver Award was begun in October, 1949. "Trolley Topics" employee publication of the Railway, plumped for the plan, and copies of "For Experts Only," which go to every employee covered by the Safe Driver Award Plan, copies of the Safe Driver and Driver Letters were delivered to every operator on the system.

Everyone with any knowledge of accident statistics knew that November was one of the worst

watched the training program in session under the direction of Instructor Wm. A. McRobbie, and latched onto the opportunity of digging up accident facts with Richard J. Griffin, who is the instructor in charge of statistics, accident analysis and the records for the Safe Driver Award Plan.

And Dick Griffin had the facts at his finger tips. I had deposited dozens of dimes in motor coaches, trolley coaches, street and cable cars, and felt that I was a typical San Francisco straphanger. You meet a lot of transit employees in a tour of the city's transit system,

and I had some pointed questions on how the accident prevention program functioned.

And when you mention the word "straphanger" to a "Muni" Railway man it is with the "Smile when you say that, stranger" approach, for civic and transit officials have gone to great lengths to insure that there is a minimum of straphanging in "Bagdad-by-the-Bay." In fact, "Muni" is practically a new operation in the sense that it has been completely converted with new buses and trolley coaches. As a result, waiting time has been cut in half and seating

capacity stepped up 75 per cent.

In 1950, the year under discussion—since it was the first full year of operation of the NSC Safe Driver Award Program—"Muni" Railway comprised nine divisions, had 1,105 vehicles (227 electric street cars, 27 cable cars, 358 trolley coaches, and 493 motor coaches), 2,011 transportation personnel of a total personnel of 3,130; operated 29,921,213 miles and carried 249,695,293 passengers.

The accident prevention program was effective all the way down the line. Passenger accidents





PUBLIC UTILITIES COMMISSION AND DEPARTMENT HEADS (1950-1951)

Back Row: Left to right: Paul J. Fanning, Director Personnel and Safety; Forrest B. Gibbon, Executive Secretary to Manager of Utilities; Tom Irwin, Director of Bureau of Public Service; R. J. MacDonald, Secretary to Commission. Center Row: Edward B. Baron, Commissioner; Victor S. Swanson, Commissioner; Philip F. Landis, President of Commission; Sam McKee, Vice-President of Commission; Donald A. Cameron, Commissioner. Bottom Row:

Robert P. Scott, Director Bureau of Accounts; B. A. Devine, Manager Bureau of Heat, Light and Power; W. H. Scott, General Manager Municipal Railway; James H. Turner, Manager of Utilities; A. O. Olson, Manager and Chief Engineer Hetch Hetchy; A. Dal Thompson, Commission Counsel; and George Pracy, Manager and Chief Engineer, Water Department.

months accident-wise of all the year in San Francisco. What made it worse than any other November was the fact that a complete conversion program was under way, and had been in fact since March, when many lines were converted to coach operation.

Of course the training program—changing street car operators into trolley coach and bus operators—was going full swing all during this period. The accident was on accident prevention in a positive way. Correct operation of bus and trolley coach was the order of the day.

When November rolled around it also marked the first month of operation under the NSC Safe Driver Award Plan. The combination had any number of potential answers. Most of the operators had been used to fixed-rail operation, and the big question was: "How will they react when faced with an emergency?" The answer was not long in coming.

The record showed that November, 1949 was the lowest November in accident experience of any November in the period—1945-49. That sounded pretty good to the Bureau of Personnel and Safety. But, they didn't relax for a moment. The drumfire of education went on all through the "Muni" Railway system until operators found themselves holding forth on accident prevention every time two or more of them got together.

When management posted the list of operators and gripmen still eligible for NSC Safe Driver

Awards for the first six months of operation, interest hit a peak. And just one month after the first list was posted, "Muni" Railway experienced the lowest accident record for July, 1949, of any July in company history.

#### OPERATORS

But, it wasn't all skittles and beer, either. The gripes were plentiful. Operators swamped the Director of Personnel and Safety with requests for a hearing on the accidents with which they were charged. To the eternal credit of "Muni" officials, all of the operators got that hearing, although it meant long, grueling hours of interviewing, until a fair verdict was rendered each of them. As many as 30 men a day received personal interviews, and many of those interviewed were men who, heretofore, were considered accident-prone. It gave a lift to supervisors to know that the Safe Driver Award Program was producing the kind of interest that spurred drivers to want to drive safely.

And, the interviews produced evidence of the need on the part of Railway supervision to define an accident in no uncertain terms. It definitely marked the end of sloppy reporting, for every operator in the system knew the score on what constituted an accident, which accidents were chargeable and which were not.

The Review Board of Director Fanning, Harry Cooley, assistant superintendent of transportation, and Donald Mazzoni, general claim agent, solved their big prob-

lem in answering the gripes, and "Muni" Railway operators settled down to rack up some records.

They had been given some practical training in meeting some of the accident gremlins that lay in wait for the unwary. Instructors McRobbie, Wm. McDewitt and Martin Wormuth gave them the theory and—on the outside—Instructors Clarence Lahey, Arnold Piffero and Clyde Adams teamed up on the practical end, all under the watchful eye of Ray Hayton, chief instructor, while Wm. D. Ratto, assistant director of safety, Jim Finn, personnel assistant, and Dick Griffin kept the program co-ordinated with the facts of life transitwise.

#### SOLVED

"Muni" officials felt that pedestrian accidents were far too high and kept beating the drums until they had all employees pedestrian conscious. In 1949 "Muni" had had 213 pedestrian injury accidents, while the police department records showed a total of 1,508 in the city. In 1950, "Muni" reduced the pedestrian toll to 196 accidents—a drop of 8 per cent, but pedestrian accidents were up 9 per cent for the city, where they totaled 1,641.

Courtesy is an important part in any transit operation. This is importantly true in San Francisco, and "Muni" does something about it with a "Muni Man of the Month" contest. The passengers nominate outstandingly courteous operators, and San Franciscans flooded the "Muni" offices with their selections for this transit courtesy hit parade.

The newspapers feature the monthly courtesy citation award winner in their news columns, and "Muni" plasters car cards bearing the photo of the new "Muni Man of the Month" in every company vehicle. As Walter Stone, one of the citation winners, told me, "When you get this check and see your picture all over the system as a sort of symbol of courtesy, you just don't dare ever to be discourteous to anyone again. Gosh, I guess we winners are marked for life."

#### COURTESY

Take George W. Dahl (Cap No. 38), NSC Safe Driver Award winner and recipient of two commendations for courtesy. He gets a bang out of making other people happy and is a serene, courtly character himself. When the Girl Scouts hid themselves off to their annual Day Camp Birthday Party, Mr. Dahl was so solicitous for their welfare that his general demeanor prompted Mrs. Carl P. McCarthy, Day Camp chairman, to write "Muni" about his general helpfulness.

And, as Mr. Dahl found out, courtesy can be news. Jack McDowell, popular columnist of the Call-Bulletin, found the "Muni" operator to be good copy for one of his columns. As Jack said, "He's a kindly, courteous fellow who thinks more about his customers than the strict wording of the rule book. He figures it is more important to wait a few seconds when he sees one of his regular customers running than to shove

(Continued on Page 18)

## Calif. Fish & Game Commission Find Radar Great Boon in Work

**R**ADAR, the restless electronic eye that sees through miles of fog and darkness, is driving illegal fishing from the coastal waters of California.

Such is the conclusion of State officers who have been using radar the past three years to hunt down commercial fishermen operating within the three-mile limit when visibility is poor.

Swift craft of the Division of Fish and Game, guided by General Electric radar, have virtually swept conservation law violators from the State's thousand miles of closed waters.

The clean-up of California's sport-fishing seaways has been a thorough one. Only one boat, with nine crewmen aboard, has been arrested this year, an indication of the lack of illegal activity.

By comparison, here are the pertinent statistics, respectively, for 1949 and 1950, the years during which radar-equipped patrols con-

of Fish and Game records at the patrol headquarters on Terminal Island, San Pedro.)

The two-year increase in arrests—and the abrupt decline of illegal fishing this year—is a close reflection of the increased use of radar by California's boats.

First of the radar installations was made by G-E early in 1949, on the 83-foot Albacore, based at Sausalito. Late that year, the Marlin and Blue Fin, 63-footers at Terminal Island, were similarly equipped.

Seven arrests for 1949 was above



(Above) Captain Kenneth Hooker of Woodacre, Calif., skipper of the 63-foot Bonito, based at Sausalito, scans the screen of the set on his craft. The commission's four patrol craft, equipped with General Electric radar, have virtually swept conservation law violators from California's sportfishing seaways. Prior to the installation of radar, the patrols were severely handicapped by fog and darkness.



**HUNTER**—Radar, the restless electronic eye that sees through miles of fog and darkness, is driving illegal fishing from the coastal waters of California. Above, the Bonito, State Division of Fish & Game craft equipped with General Electric radar, patrols the waters of San Francisco Bay opposite picturesque Sausalito.

vinced fishermen that unlawful netting is unprofitable:

Boat arrests, 7 and 18; crewmen arrested, 118 and 166; fines, \$2,525 and \$5,725; fish confiscated, 43,500 and 736,500 pounds, valued at \$870 and \$9,750; value of forfeited nets, \$13,000 and \$24,000.

(Figures are from the Division

average though not spectacular. But in 1950—as suggested by the total of eighteen arrests—the division's law-enforcement officers had a record year.

Assistant Chief of Patrols Tom W. Schilling, who directs the division's four boats from his Terminal Island headquarters, and his sea-

going wardens give radar the big credit for this.

"With our radar we could have made ten arrests a night last sardine season," Schilling estimated, "though we were more interested in warning violators before they actually started fishing."

Kenneth Hooker of Woodacre, whose boat, the 63-foot Bonito from Sausalito, was outfitted with radar last January, is quick to call attention to the preventive effects of the device.

"They know we can always see them now, miles away, any time of the day or night," the captain explained, "so they're very leery about coming inside the closed areas."

This is all to the good in so far as the Fish and Game Division is concerned, Schilling stressed, adding: "We're primarily interested in conservation—not in establishing new records for arrests."

Before radar entered the picture, fishermen were something less than leery of entering closed areas, Schilling recalls. Once darkness fell or heavy fog descended, the State boats were severely handicapped.

Their standard operating procedure under those conditions was to stop and listen for other boat

engines, or wait for a careless crewman to show a lamp or light a cigarette on deck.

Then came the radar.

During one of its earliest radar controlled ventures in fog, the Marlin spotted two "drag" boat towing their seine through the closed waters of Santa Barbara Channel, near Port Hueneme.

Plotting the course of the fishermen with radar "fixes," Captain Niles J. Millen of Long Beach determined where they would make their landfall and set his course to meet the outlaws at their destination.

Two hours later the violator materialized out of the murk near Ventura, a lucrative haul of illegal sardines in their holds. Millen and the Marlin were waiting for them with a citation.

A subsequent night off Santa Barbara's beach, a fisherman steered his small motor boat close to the breakers and settled down to a highly profitable evening of illegal netting.

He was unconcerned when a patrol craft approached. He knew from experience that after nightfall a low boat near the breaker can't be seen by another boat cruising offshore.

But this night, instead of pass-

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ing on, the patrol craft (Millen's Marlin again) thundered straight to the violator and pinned him in the beam of a powerful searchlight.

Schilling figures this violator had been getting away with his breaker-hugging trick for twenty years. "Actually we never really saw him until the spotlight hit him," Millen remembered.

Those episodes, repeated with variations up and down the coast from Mexico to the Oregon border, have done a great deal to discourage illegal fishing off California, Schilling summarized:

"As long as a fisherman felt he had a good chance to get away with at few illegal hauls, he was willing to chance an occasional arrest. Now he figures the risk just isn't worth while."

Borderline violations still go on, Schilling noted. The technique now is to drift "accidentally" into closed waters and then plead an honest mistake when a Fish and Game craft approaches.

(A few fishermen, attracted by the prospect of handsome profits, will try this trick during the current sardine season, Schilling predicted, and will be promptly arrested for their trouble.)

However, flagrant violations of the conservation law are becoming extremely rare, the patrol chief concluded. "In a few years an old-fashioned red-handed case will be hard to find."

## Gate Bridge Traffic, Revenue Still Going Up

Traffic and revenue on Golden Gate Bridge continued its steady upward trend during August, according to a report issued by the bridge directors.

Traffic of all kinds increased by almost 100,000 vehicles over August of 1950— from 983,371 vehicles to 1,079,454.

Total operating revenues increased from \$401,226.92 to \$427,611.08.

## LET VISIBILITY CONTROL SPEED

Adjust the seat of your car to provide maximum visibility, advises the National Automobile Club. Reduce night speed about 20 per cent because of limited visibility. Rain on the windshield at night calls for a still further reduction in speed.

## New Administration Building For Recreation and Park Department

IT ISN'T VERY OFTEN that an architect is asked to design an inconspicuous building and hide it somewhat from public view. However, in the case of the new administration building added to McLaren Lodge this was the problem confronting the architects Donald Beech Kirby and Thomas B. Mulvin.

Historic McLaren Lodge, built in 1895, quite properly dominates the entrance to Golden Gate Park with its memories of "Uncle" John McLaren. Since the merger of the Park and Recreation Departments it has been necessary to consolidate the work of these two agencies and to bring their personnel under one roof.

The two story and basement building contains 5,000 square feet of floor area on each floor and with

partitions at a minimum and to make the space assignment as flexible as possible. In the space between the present building and the new one a patio will be developed in keeping with the Park tradition.

Employees working in the new building will find that Mayor Robinson, the Recreation and Park Commissioners, Harvey Teller, first general manager, and David E. Lewis, present general manager,



NEW ADMINISTRATION BUILDING for combined Recreation and Park Department of San Francisco by Donald Beach Kirby and Thomas B. Mulvin, architects.

a full basement provides storage for valuable records. The building is built of reinforced concrete with the south and west walls faced with light tan brick. The sash are of steel and a steel and glass porch connects the present lodge with the new building. The new building is 40 feet in width so that it is impossible to be over 20 feet from good light. Acoustic ceilings are used throughout and the floors are of asphalt tile for easy maintenance. The building is heated by concealed radiant panels in the floor which are regulated in zones. The electric wiring and telephone service is brought through ducts in the floor so that desks and tables can be arranged without the necessity of expensive alterations. It is proposed to keep

have provided very desirable working conditions.

Kirby and Mulvin, members of the American Institute of Architects, are at present designing the new Twin Peaks Elementary School, as well as a number of other public and private buildings around the Bay Area.

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## South of Market Girls To Honor President Linsley

PRESIDENT ANNA LINSLEY will be honored by the South of Market Girls on October 28, when the annual banquet of the organization will be dedicated to her. The affair, which will be held in Moose



ANNE LINSLEY, President  
South of Market Girls

Hall, 859 O'Farrell Street, promises to be outstanding in a long list of similar events.

Alma Gearety is chairman of the affair with Kathleen Elsmere, well known in professional theatrical circles, directing the floor show which will follow the banquet.

Mrs. Linsley who was installed as president of the group a few months ago has a background of civic and Red Cross activities over a long period. She served as president of the Fairmount Improvement Association for several years and has also been most active as a delegate from that organization to the Central Council of Civic Clubs where she has held several important appointments. She has also received several commendations for her tireless work as a volunteer nurse, as a Grey Lady of the Red Cross.

The banquet in President Linsley's honor is open to the public and it is expected that many of her friends throughout San Francisco will take this opportunity to assist in the celebration.

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4TH ANNUAL MAYOR ROBINSON'S NIGHT PACKS HALL WITH NOTABLES—Top Row, left to right: City Planning Commission President Ernest J. Torregano; Mayor Elmer E. Robinson, guest of honor, and charming wife; Merchants' President Joseph S. Ravinsky. 2nd Row, left to right: Presiding Municipal Court Judge Carl H. Allen with Mrs. Allen; Fire Commissioner

Leo H. Shapiro with Commission Secretary Thomas W. McCarthy; Municipal Judge Lenore D. Underwood. 3rd Row, left to right: Municipal Judge Charles S. Peery and Mrs. Peery; Prominent Attorney Nathan Cohn and Mrs. Cohn. Above, left to right: Mr. and Mrs. Lloyd J. Cosgrove with Sheriff Daniel C. Murphy; Police Commissioner W. I. Kohnke, Pres. J. W. Walsh, H. C. Magin



# 4th Mayor Robinson's Nite!



## Mission Street Merchants Group Honors City's Chief Executive

INITIATING Mayor Elmer Robinson's Night as an annual affair three years ago, Mission Street Merchants Association observed the fourth yearly celebration on Thursday, August 30, with Mayor Robinson as guest of honor and other city executives and civic notables as guests.

As on the three previous occasions, President Joseph S. Ravinsky presided and welcomed San Francisco's chief executive in no uncertain terms. Pointing out the many improvements completed within the Miracle Mile district during Mayor Robinson's term of office and the many others nearing completion, he thanked the Mayor for his manifest interest in the district and the close cooperation.

(Continued on next page)

Top Row (left to right): Tops in the entertainment field, Sid Goldie, Tommy Harris, Bimbo of 365 Club fame, with Bill Thompson, beloved by radio fans as "Old Timer" and Wallace Wimple" of the Fibber McGee program. Hiz-zoner, Pres. Joe Ravinsky, District Attorney Thomas C. Lynch and efficient Merchants' secretary, Harold V. Starr. Center row: Chief Engineer SFFD Erward P. Walsh (center) with Mayor Robinson, posed with Department Trio, left Jack Farley, Bob Sherratt with Earl Grimm at right. Mrs. Joseph Ravinsky, Mrs. Robinson, the Mayor and President Ravinsky.

Above, left: Mayor Robinson acknowledges plaudits as President Ravinsky introduces him, with Secretary Starr. Center pictures (above): S. F. Chamber of Commerce Retail Merchant Department Manager David Street, Mrs. Street and G. J. Fox, Chamber's General Manager. Group below: S. F. Permit Appeal's member John P. Figone, Grand Jurors Assn. executive James F. Allen, Permit Appeals member J. J. Mulvihill. Vivacious Marie Doherty of Dore Studio and Merchant member, whose camera recorded above views for City-County Record.

## Mission Merchants

(Continued from Page 15)

tion the merchants had received from him and his administration at all times.

Other distinguished guests were introduced and welcomed by President Ravinsky following the delightful banquet furnished by and served under the direction of member Mrs. Anna Seigel of the New Rialto Sandwich Shop.

Sid Goldie, acting as master of ceremonies with Tommy Harris assisting, presented several excellent entertainment numbers including the San Francisco Firemen's Trio. Bimbo, famed restaurateur of 365 Club, was present and received a big hand when introduced.

President Ravinsky also introduced the Merchant committee members who were responsible for the successful evening as follows: William Friedman, Jack Peters,

Joseph S. Ravinsky, Walter Cameron, Abe Waxman, Norman J. Steinberg, Gordon Diehl, W. Gordon Sedgwick, Art Holl and Harold V. Starr.

Officers and directors of the Mission Street Merchants Association besides President Ravinsky are:

Vice - Presidents Thomas Kierman, Norman J. Steinberg, Maurice Uglow; Secretary, Carl Senge; Treasurer, W. Gordon Sedgwick;

Executive Secretary, Harold V. Starr; Office Secretary, Marie Kurpiel; Attorney, Lloyd J. Cosgrove; Sergeant-at-Arms, Jos. Connell; President Emeritus, Gus Lachman; Vice-President Emeritus, George H. Sandy.

Directors — Walter Cameron, George Edelstein, Melvin Franklin, George Grey, David McAuliffe, Jack Peters, S. L. Wolfson, Gordon Diehl, Ernest Eisenberg, C. Alvin Glass, Jack Lanning, Sam McKee, Jr., Abe Waxman, O. J. Witt.

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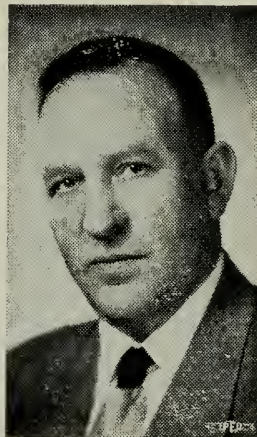
## George V. Curtis Throws Hat In District Attorney's Fight

GEORGE V. CURTIS, prominent San Francisco attorney, is a candidate for the office of District Attorney. A life-long resident of San Francisco, he is a graduate of the old Lincoln Grammar School in the South of Market District.

He earned his way through school by selling papers and following graduation went to work on the waterfront as a stevedore. While he worked he continued his studies at the Humboldt Evening High School. Later, while employed as a gripman on the California Street Cable Railway, he took and passed the civil service examination of the San Francisco Police Department.

Starting as a patrolman, he rose to the rank of inspector. During this period he continued his studies in the evening attaining the degree of Bachelor of Laws and later a Master's degree. Retiring from the Police Department he entered private law practice. He was appointed Assistant United States Attorney, a position he held over a considerable period, later leaving to resume his private law practice.

Although very busy with his own private practice he has nevertheless devoted much of his time to public activities. He is a member and Past Master of the Masonic Order, member of the San Francisco Consistory, and Scottish Rite Bodies, and of Islam Temple, Shrine. He is a member of the



GEORGE V. CURTIS  
Prominent Local Attorney

Order of Knights of Pythias, Fraternal Order of Eagles, an honorary life member of the San Francisco Police Officers Association, and a member of the Order of Eastern Star. He is also a member of several district improvement clubs. He is an active member of the San Francisco Lawyers Club and a Past President of the Lincoln University Alumni Association.

He is married and the father of three children, two of whom are attending the San Francisco Public Schools and the other who is serving overseas as a member of

Mr. Curtis feels very strongly that while it is the duty of the District Attorney to prosecute crime, it is no less his obligation to protect the innocent, and that a faithful adherence to this concept is the surest guarantee of justice to the wrongfully accused.

## SUPERVISOR MEAD TO RUN FOR NEW TERM ON BOARD

SUPERVISOR DEWEY MEAD has announced his intention to campaign for re-election to the San Francisco Board of Supervisors. He has been a member of the Board for the past sixteen years, a longer term of service than any other city official, it is stated.

Supervisor Dewey Mead laid the groundwork for the Farmers Market and carried that project through. He has consistently worked for lower taxes and an economical city government. A former labor official, President of the San Francisco Building and Construction Trades Council, he is now heading his own company as a painting contractor.

Supervisor Mead plans an aggressive campaign, based on his record in office. He said: "For sixteen years I have served the people of San Francisco; as a labor official I know the problems of the working man, as an employer I have learned the problems of the man who has to meet a payroll. I think I have served the people of my city well. On November Sixth they will tell me if I am correct. The verdict is in the voters hands."

You should never plan in advance exactly how many miles you will drive in a given length of time, says the California State Automobile Association. Gear your driving to highway and traffic conditions.

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## THREE JUDGES WILL TRADE ASSIGNMENTS

Three San Francisco judges will trade assignments Oct. 1, President Superior Judge Daniel R. Shoemaker has announced.

Judge William T. Sweigert, who has had the criminal division at the Hall of Justice, will hear the law and motion calendar at City Hall; Judge Clarence W. Morris, who has been assigned to psychopathic hearings at San Francisco Hospital at 9:15 a.m., daily and then domestic relations at City Hall at 10:30 a.m., Judge Herman van der Zee, who has handled the psychopathic - domestic relations hearings for several months, will take the Hall of Justice assignment.

## \$27,000 GOAL OF CHEST FUND

Pittsburg's 1951 Community Chest fund drive will open October 1 with a goal of \$27,000, E. C. Kain, campaign chairman, has announced.

Kain also announced new committee heads and members. They are William Morgan, chairman of solicitations in West Pittsburg; Mrs. Kenneth Dalton and Mrs. Charles Parker, new assistants to Mrs. George B. McKnight, chairman of house-to-house solicitation in West Pittsburg.

Armand Stow, organization and service club solicitation; the Rev. L. K. Sandercock, church participation, and Charles E. Haworth, public schools.

## STATE FAIR TOPS \$1 MILLION MARK

California's State Fair this year took in more than one million dollars for the first time.

A record was set by the 762,029 admissions, 26 per cent more than last year.

## New Administrator For Contra Costa County

D. M. Teeter has assumed his duties as the county administrator of Contra Costa County following his appointment to the newly created post by the board of supervisors.

Teeter has been succeeded in his former post of county auditor and comptroller by Howard McNamer, who had been assistant auditor.

Erection of a new \$1,000,000 building in Richmond to house the new superior court and other county services in the city has been proposed by the Contra Costa County Board of Supervisors.

## MALONEY HEAD OF COMMITTEE TO PROMOTE 'G'

ASSEMBLYMAN THOMAS A. MALONEY will chairman the Citizens Committee for Charter Amendment G, which would increase the salaries of supervisors from \$200 to \$400 a month.

Ben Swig of the Fairmont Hotel will be chairman of the executive committee and Lloyd E. Graybiel will serve as treasurer. Edward J. Durkin was named campaign director.

Maloney urged San Francisco citizens to "awaken to the fact that our supervisors are grossly underpaid."

"If we expect to get competent young men to run for this office and keep the good men we have, we must remedy this situation immediately," he asserted.

Declaring that it is false economy to pay such "woefully inadequate salaries" to men who deal with an annual budget in excess of \$160,000,000, Swig said:

"The salaries of our supervisors was set in 1911 and have never been raised. It is simply good business to raise this salary to a figure that will enable us to get outstanding candidates for this office and retain the good men we have."

Jack Goldberger, president of the Labor Council, accepted the vice-chairmanship of the committee and said San Francisco's AFL unions "are wholeheartedly in support" of proposition G.

CAPTAIN JACK EKER, director of traffic in San Francisco, has been elected to succeed Captain Wyman W. Vernon of the Oakland police department, as chairman of the Bay Area Traffic Executives Council.

A meeting of the group, composed of high ranking officers of city police departments and the California Highway Patrol, in the nine Bay county area, unanimously elected Captain Eker to serve for the coming year.

Plans also were set to extend the traffic safety checks during the fall and winter months. Checks have been set for October and November with several tentative dates in December.

The police officials urged that a steering committee to be chosen in the near future to determine a continuing plan of action in the nine Bay county area with particular stress being placed on violation of right-of-way and a strong crackdown on repeating violators.

Captain Vernon, recently made Captain of Inspectors in the Oakland department, was given a unanimous vote of thanks for his efforts on behalf on traffic safety and the work of the Council during the past year.

## REILLY ASSISTANT ATTORNEY FOR EBMUD

THE APPOINTMENT of John B. Reilly of 1259 Hawthorne Street, Alameda, as Assistant Attorney for the East Bay Municipal Utility District, has been announced by Louis J. Breuner, EBMUD president.

Reilly for the past four and one-half years has served as Assistant Public Defender for Ala-



JOHN B. REILLY  
Assistant Attorney  
East Bay Municipal Utility District

ameda County. Prior to this, he was engaged in general law practice in Berkeley. He is a World War II veteran, having enlisted in the U. S. Navy shortly after Pearl Harbor Day in January 1942, and served as an officer until May, 1946, when he received his discharge. Reilly saw action in the Pacific Theatre, spending 29 months overseas. For the last six months of his military service, Reilly served as Executive Officer on the U.S.S. Mercy, one of the Navy's larger hospital ships. He now holds the rank of Lieutenant Commander in the U.S.N.R.

Following graduation from St. Mary's High School in Berkeley in 1934, Reilly attended St. Mary's College. He received his B.A. degree there in 1938, and then enrolled at the University of California's School of Jurisprudence in Berkeley. In June 1941, Reilly received his L.L.B. degree and passed the State Bar Examination prior to his enlistment in the Navy.

While studying at Boalt Hall in Berkeley, he was Associate Editor of the Law Review. He is active in community affairs, and is a member of the Serra Club in Oakland. Reilly is the son of Mr. and Mrs. J. H. Reilly, 4010 Agua Vista Street, Oakland. His father is Chief Service Man for the Utility District, having been with the EMMUD for more than 35 years.

Reilly resides in Alameda with his wife, Janet, and their young daughter, Margaret Ann.

The ancient Church of the Twelve Apostles, located in Las Trampas in New Mexico, is reported by the National Automobile Club to have been built by twelve men over a period of twelve years.

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## BAGDAD BONANZA

(Continued from Page 11)

off and blame it on the rules and schedules. And he's won an everlasting place in the hearts of many a woman customer for letting them out in front of their house at night."

It's not surprising that most of those nominated for "Muni Men of the Month" are also either NSC Safe Driver Award winners or the stuff of which the NSC Safe Driver Award winner is made. Since attitude plays an important part in the compilation of a safe driving record, such promotions lend themselves to substantial morale building when coupled with sound accident prevention techniques.

We don't want to give away any secrets but "Muni" cut its cost per mile of operation 4 cents in 1950 compared with the previous year. Most economists will agree without too much argument that prices were up in 1950 compared with 1949, and any curbstone economist can tell you that just holding the line was considered a remarkable feat of operational legerdemain.

A close working liaison between Dick Griffin and Sgt. Leslie Brannan, Analytical Bureau, San Francisco Police Department, is paying off for both agencies. The accident location file is sometimes used to tie in with police records and many bad intersections or parking problems have been improved. This is merely one of the illustrations which could be cited to point up the excellent cooperation which exists between Railway and Police officials.

"Muni" Railway is big business in the transit field. The payoff in lives saved and accidents prevented would be enough reward to justify the installation of the NSC Safe Driver Award Program in

any comparable operation in America, where transit is still exacting a toll in blood and sweat. Judgment is better than that and tears because an opinionated management estimates its dividend of a thousand fleet operators, or that its experience or problem is "different."

Here in San Francisco—beautiful "Bagdad-by-the-Bay," that estimate has been forever sunk without a trace. And this Bagdad Bonanza has been further rewarded with an operational savings to hang up along the tremendous money savings which result from 1,000 fewer traffic accidents, 800 fewer passenger accidents, to mention only a few of the more tangible evidences of a successful accident prevention program.

"All this, coupled with our reduction of 23 per cent in accidents during the period the NSC Safe Driver Award was in effect compared with the identical period in 1949 prior to its installation, provides unquestioned proof of the effectiveness of the Award Program," said Paul Fanning, "Muni" director of personnel and safety.

"Our thanks are due Iver C. Larson, executive vice-president, San Francisco Chapter, National Safety Council, and Paul Coburn, director, Motor Transportation Bureau, National Safety Council, Chicago, for their assistance and co-operation in placing the Council's Safe Driver Award Plan in effect on our property."

As Public Safety was going to press, word came that the American Transit Association in their meeting at the Lord Baltimore Hotel, Baltimore, Md., May 24th, had presented "Muni" with a special citation for the greatest improve-

ment in safety record during 1950 of any transit property in cities of 600,000 or over. This national recognition for accident prevention effort covering transit and passenger safety was received by "Muni's" Paul J. Fanning, director of the Bureau of Personnel and Safety, from the hands of Administrator James K. Knudson of the Defense Transport Administration. And it certainly marked 1950 as a

such places as Fisherman's Wharf, the Golden Gate, Chinatown, the Presidio, Russian Hill, the Cow Palace, Kezar Stadium, Nob Hill, and all the other myriad wondrous spots of this modern Bagdad, small wonder then that even the staid operators sense the magic of their jobs.

Kaleidoscopic San Francisco with its pageantry of people, its rugged hills and billowing fogs is elusive. But there's nothing elusive about "Muni's" accident reduction. Here indeed is a Bagdad Bonanza. And we think it couldn't have happened to a nicer town in all this world.



PHILIP S. LANDIS, President  
S. F. Public Utilities Commission

red letter year for transit in the City and County of San Francisco.

We rode "Muni" vehicles from the Embarcadero to Ingleside, and from Hunters Point to Seal Cliff and wound up with a bagful of notes which will never be used. Glimpsed in the smile of a bus operator avoiding a traffic tangle, or just the snugged-up bus itself at a loading zone stop, the sum total of this story can best be expressed by one's impressions, especially when they're backed up by solid fact.

There's romance in transit. And when bus, trolley coach, street or cable car transport the rider to

## Judge Allen Gives Support to Proposition A

Support of Proposition A, a pay increase for firemen and policemen, has been announced by Municipal Judge Carl H. Allen, a candidate for re-election at the November election.

"The amendment will be fair to both taxpayer and the protective services by providing both upward and downward adjustments in line with economic fluctuations," he said.

Price Hall, a candidate for Supervisor, also announced support of the pay increase.

## New Co-ordinator For Civil Defense

Appointment of Charles R. Bobertz as full time co-ordinator of the Oakland civil defense and disaster council staff has been announced by defense officials.

Bobertz, until recently administrative assistant of Tompkins County, Ithaca, N. Y., will handle administrative phases of the Oakland civil defense organization's emergency medical organization as well as the radiological setup.



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WHIT HENRY

(Continued from Page 3)

Range called "Capitancillos." The site of the mines was known to the Indians and was the source of the red mineral pigment they used to decorate their bodies and became known to the world through the explorers Antonio Sunol and Louis Chabolla, in 1824. However, it was Capt. Andre Castellero who identified the red mineral as cinabar, native ore of mercury. Thus in November, 1845, nearly three years before the discovery of gold at Coloma, these, the first quicksilver mines in California, came into existence.

Barron Forbes and Company of Tepic, Mexico, owned and operated the mines until 1863. In October of that year the mines, with all improvements, including 8,580 acres

of land were purchased by the Quicksilver Mining Company of New York for \$1,700,000.

There are over 100 miles of tunnels and shafts in the property, the deepest being 2,500 feet below Mine Hill and 800 feet below sea level. Production records have been kept since January of 1850, and during the century following that date, New Almaden has produced 1,051,170 flasks of quicksilver which were sold for over \$50,000,000; the peak of employment, 1,112 men, was in October, 1864.

Until 1865 the Almaden mines of Spain were the largest producers of quicksilver in the world. That year New Almaden exceeded the production of the Spanish mines and equalled them for the next thirty years. Large-scale mining has ceased but there is some

activity at the present time.

New Almaden is not a ghost town as are so many of California's old mining centers. The two settlements on the hill are gone, but the Hacienda, in the Arroyo de Las Alamos, remains and all the homes are occupied. Visitors will see the manager's residence, Casa Grande, built in 1854, and now a summer resort, and along the main thoroughfare are many of the old rustic cottages, some with quaint lattice-work doorways, three of the original adobes. The Almaden Store still occupies the adobe that housed it in 1862 and many new houses have been added to the village. All that is left of the old reduction works are parts of the old brick ducts which ran up the hillside to the chimneys at the top, and the ruins of the main office. The area in which the shafts and tunnels are located is not open to the public.

The New Almaden Historical Society maintains a museum in one of the old adobe homes. Mrs. Anthony Kambish, the curator, is a granddaughter of Senora Fabiana Soberanos, a member of a pioneer Spanish family well known to those familiar with early California history. The museum contains relics and records of the early mining days and is open daily except Wednesday. The small admission charge is money well spent.

\* \* \*

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Judge Allen is a native Californian. His ascent to the Municipal Court and the early election by his colleagues as the Presiding Judge of that bench, was accomplished by intelligence and courage, two of Judge Allen's better known characteristics.

Carl Allen was born in San Pedro, California, on August 16, 1906, the son of Henrietta and Charles A. Allen. He was educated in the public schools, attending Placer County Union High at Auburn, Marysville High School, and was graduated from Westwood Lassen County High School in 1923.

The Judge worked his way through school by being employed in all types of odd jobs, including shining shoes, washing windows, delivering yeast and working in bakeries.

After high school the Judge worked as a baker in Westwood, California, then went to Oakland where he worked at Leighton's Dairy Lunch as a dishwasher, then as a vegetable peeler, then in the bakery as a helper, then as a supply boy, then as a counterman, and finally as a pantryman.

Following his restaurant work, he drove a laundry and dry cleaning route.

In 1928 the Judge started to work in San Francisco for a collection agency. He was a collector of overdue accounts. In the attempt to collect these bills, many arguments, legal and otherwise, were given, and having no legal education or background, the Judge decided to study law, so that he could more intelligently converse with these debtors.

The Judge entered the Golden Gate College Night Law School in 1928. He worked during the day and studied in the evening. He graduated and received the degree of Bachelor of Law in 1932. The Judge took the bar examinations and was admitted to the Bar that year.

Following his passing the Bar, Judge Allen opened law offices in the Merchants Exchange Building in San Francisco on January 2, 1933, and participated in the general practice of law until September, 1942, at which time he enlisted in the Army as a private in the infantry.

Judge Allen rose from private to infantry captain, and returned from the service in March of 1946. He resumed the practice of law in his former location in the Merchants Exchange Building.

In August, 1946, John O'Toole, the then City Attorney of San Francisco, appointed Judge Allen



CARL H. ALLEN

Presiding Judge

San Francisco Municipal Court

Assistant City Attorney. Dion Holm, the present City Attorney, renewed the appointment when he took over as City Attorney from John O'Toole.

During his career as Assistant City Attorney, Judge Allen tried civil jury cases and had an outstanding record as a trial lawyer.

In August of 1949, Governor Earl Warren appointed Judge Allen to the Municipal Bench for the City and County of San Francisco.

Judge Allen is married and the father of two sons, Carl H., Jr., age seven, and Terry, age four. Judge Allen and his wife Barbara reside at 1806 - 38th Avenue, San Francisco, California.

Less than two years after his ascent to the bench, Judge Allen was chosen by the other Judges to be Presiding Judge of the Municipal Court for the year 1951.

The achievements of Judge Allen in the first several months of his term as Presiding Judge have been outstanding. He has accomplished much: He has cleared the calendar of slowly dragging law cases; he has maintained the courts in full operation during the summer months. Judge Allen is recognized as an outstanding Municipal Judge throughout the United States for his work with the traffic courts.

The Judge is recognized by attorneys in San Francisco as a fearless, courageous, honest, intelligent Judge.

ruffled disposition and for his unprejudiced and unbiased decisions.

Among his many activities are included memberships in the following organizations: Masons Scottish Rite, Shrine, Royal Order of Jesters, Shrine Legion of Honor, Golden Gate High Twelve Club, San Francisco Square Club, San Francisco Trowel Club, Eagle Native Sons, South of Market Boys, Lafayette Club, Veterans Political Council, Sunset Lion Club, Seabright Improvement Association, Chairman of Sunset District Boy Scouts of America, Executive Board Bay Area Council Boy Scouts of America, Vice Chairman Board of Trustees, Golden Gate College, Olympic Club, Commonwealth Club, Past Presidents Association, Native Sons of the Golden West, Golden Gate Law School Alumni Association, Kappa Tau Epsilon Legal Fraternity Federation of Municipal Employees and the Conference of California Judges.

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## DAVID E. LEWIS

(Continued from Page 6)

In that association, he called the fiscal shots on the city's executives. He joined the tax spenders on March 14, 1941, "because I could make more money," when Mayor Rossi realized that the fiscal problems of the city required someone on his side who could tell a debit from a credit.

As the Mayor's administrative assistant, Lewis served Mayor Rossi, his successor, Mayor Roger Dearborn Lapham, and Mayor Robinson until he took the Recreation and Park Department assignment.

The work was objective analysis of the city's fiscal structure, present and future. He made his reports, with recommendations to the city chief elective executive. His role was much the same as that of a highly skilled physician who is more interested in the science of medicine than the political problems of the profession as evidenced by the activity of the American Medical Association.

As the professional consultant, Lewis would consider the symptoms of the city's fiscal disease of the moment, make his diagnosis, and present his prescription to the individual responsible for the state of the patient, the Mayor. It was no concern of his if the Mayor failed to buy the prescription.

Lewis worked effectively with Mayor Rossi, who governed by a remarkably accurate second sight until Pearl Harbor shattered his isolation. He impressed Mayor Lapham, the big business man who discovered that government is another kind of business, with his skill and integrity.

Mayor Lapham's estimate of Lewis was symbolized when he recommended Lewis as successor of the late Controller Harold J. Boyd, in the office that has the power to sign the checks.

The appointment required confirmation by members of the Board of Supervisors. Ross had been around the City Hall longer than Lewis. He had also operated on the public relations front with greater skill.

The Supervisors refused the Mayor's recommendation and told him to appoint Ross. He did—

and Lewis remained as the Mayor's administrative assistant.

In that job, working with three mayors, Lewis has had an unique opportunity to consider actual operation of theories of government as practiced by three distinctive individuals.

Mayor Rossi was an intuitive operator with a keen sense of political timing. He cared little for the details that supported a recommendation. He also liked to have the facts tailored to fit a pre-conceived conclusion. He kept his hand on all operations and the

Administration's decisions were his decisions.

Mayor Lapham belonged to the clean-desk school of executives. He had little time and less patience for detail. He wanted everything summed up on a one-page double-spaced memo. He preferred to make appointments and let the appointees run the government while he concentrated on such major problems as municipal acquisition of the old Market Street Railway.

Mayor Robinson, on the other (Continued on next page)

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hand, practices a third theory of government administration. He wants all the details, needs to be briefed but once and has a sense of political timing and public reaction.

"Not once, has the Mayor (Robinson) presented me with a conclusion and asked for facts to support it," says Lewis. "He has a remarkable memory, needs to be given information but once, and works all the time."

Lewis says he has no interest in political problems.

"My job is to be objective, not political," he explains.

Mayor Robinson respects that attitude, as did Mayor Rossi and Mayor Lapham.

#### TENURE

While Lewis has the supposed protection of civil service tenure, there is nothing in the book to prevent the Mayor from getting a mad on and suspending him from day to day and, in effect, placing him in the limbo of employed unemployment without benefit of pay check.

To his job as general manager of the Recreation and Park Department, Lewis has brought a distinctive philosophy that may shock some professional social workers.

He believes that parks and playgrounds are, fundamentally, for the benefit of the citizens of the city, and especially for the benefit of the children.

If he has his way, under the supervision of the policy making Commission, he would make sure the children are given first preference in the assignment of facilities.

An example of this would be:

Kezar Stadium is the one play place available. The 49ers want to rent it to lose another football game. Some children want it to make mud pies.

Lewis would give it to the children to make mud pies and the football players would have to find another place to push one another around, although they never have explained why they do it.

#### REASON

The reason for his thinking in this fashion is the belief that it is the responsibility of the city to provide such minimum requirements for decent living—including recreation facilities—as parents cannot afford individually for their children.

This does not mean, of course, that the bill should be extraordinarily large or that the city should assume full responsibility for parental obligations.

But, he believes, "children should have something to do and something to do it with."

The standard by which the need should be judged is:

"There should be enough to keep the children happy."

For this reason, the consolidated department now is making more than the usual effort to open as many parks and playgrounds to children as possible. The resources of the city-owned properties are being developed. There also is an effort to get the children interested in using them.

#### PROGRAM

Aside from trying to carry out this program, Lewis is a bit interested in making the most efficient use of the dollars that the department receives.

He is giving attention to small details as well as large ones. Take the sprinkling problem, something that has befuddled every home owner with more than a postage stamp lawn.

It had been the custom for a crew of workmen to sprinkle the acres of lawn by hand. This runs up the cost for there is nothing more fascinating than standing in one spot and watching a hose deliver water on an area of grass. The first thing you know, an hour has gone and you've misused your train or something equally as important.

Lewis is changing that. He is installing automatic sprinkling systems. Now, one man, mechanized, can cover a considerable territory in an hour, turning on the sprinklers and then starting back around to turn them off.

The new general manager of the merged department also is putting maintenance crews on wheels and giving them work to do. Rather than having one man work on one park section or square, he is putting three in a truck and they manure a half dozen parks in the same time formerly consumed by a single job.

#### ECONOMICAL

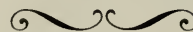
One might say he is taking care of the Recreation and Park Department pennies and the dollars may take care of themselves.

For an individual whose life is an ordered as the columns of figures he has balanced in his time, Lewis has suitable hobbies. Once he played golf but the removal of an appendix forced him to cease his pursuits of the inoffensive ball several years ago and he has never since re-acquired the habit.

For a park official, he has only a casual interest in gardening but does make a pretense of growing things at home. Some of his plants amaze him. They grow without benefit of any care whatsoever.

His favorite off hours recreation now is reading. Fictional history is his favorite but he isn't above indulging in a whodunit when he feels in the mood. Now he is reviewing the authorities on political philosophy — starting with Socrates.

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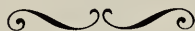
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## Mission Miracle Mile Miss!



IT WAS NO MIRACLE that brought about the selection of lovely Kay Milard as the Mission Merchants' Queen of the Miracle Mile Parade and the high-jinks at Fiesta Lane. No indeed! The above photograph of the Queen posing nonchalantly for the City-County Record speaks for itself. She lives at 406 Noe St. Unfortunately we do not have her telephone number.

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# CITY-COUNTY RECORD

NOVEMBER, 1951

Vol. 18 - No. 11

SUBSCRIPTION

\$5.00 Per Year

SAN FRANCISCO AND THE BAY AREA

THE MAGAZINE OF GOOD GOVERNMENT



**HARRY EDISON LLOYD**  
Hetch Hetchy Chief, San Francisco

(See story on Page 5)

# Gas and electricity are cheap in California!



*Outdoor living is one of  
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## P. G. and E. home rates are far below U.S. average!

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"WE'LL CALL A SPADE, A SPADE"

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VOL. 18—No. 11

NOVEMBER, 1951

## Around and About

By WHIT HENRY

**PUBLISHING** is one of San Francisco's big industries. Possibly the most interesting newspaper in America is published here; it is the Schweizer Journal and it is printed in not one, but four languages; English, French, German and Italian. It has a large Pacific Coast circulation and also a large European list. In English it is called the Swiss Journal.

\* \* \*

**ANOTHER INTERESTING BUSINESS** which is a hold-over from other years is that of the sailmaker. I quote from a brochure of the Gordon Holcombe Company, "For centuries, the work of the sailmaker has been far broader than the name implies. Although his primary task was making and repairing sails, his skill with palm and needle was put to use in a hundred other ways. As sailmakers, Gordon Holcombe Company hold firmly to this tradition of complete service. Making sails . . . the finest obtainable . . . and repairing them is our Number 1 job. But, like sailmakers of the 'wooden ships and iron men' era, we also have the skills, equipment and experience to add to the safety, comfort or smartness of your boat in countless ways. Whether you need a new suit of the finest Egyptian cotton racing sails or a canvas curtain for the 'head,' we can make it . . . and it will be made right."

\* \* \*

**I AM NOT** much of a gardener but I do like flowers that will grow and bloom in pots indoors. Here is a description of a bulb called Mysteria from the Marie Kruse Nurseries. "As beautiful as a tulip or a rose, these sensational Mysteria grow and bloom absolutely without sun, soil or water. Tall 6 inch grey stems. Up to eight

individual blooms from every bulb in colors from a soft lilac to deep purple."

(Continued on page 26)

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**ELECTION DAY - TUESDAY - NOVEMBER 6**



# HARRY EDISON LLOYD

## Hetch Hetchy Chief City and County of San Francisco

By WILLIAM FLYNN  
Special Writer — The Record

**H**ARRY EDISON LLOYD, the new manager and chief engineer of the Hetch Hetchy Water Supply, Power and Utilities Engineering Bureau of the Public Utilities Commission, should be twins.

He is both a strategical and tactical commander.

While he is supervising construction that citizens of San Francisco have authorized for expansion of the municipally-owned utilities, he also must be peering into the future and attempting to determine what they will need at least ten or more years in the future.

The double task does not seem to weigh too heavily on Lloyd, an adopted Californian who is the latest careerist in San Francisco's municipal government to be awarded an executive position.

### CHARACTERISTICS

He is a tall, heavy man. He speaks slowly, apparently from choice, not habit. In keeping with the general attitude of engineers, he smokes a pipe and frequently uses the tools of proper tamping and cleaning to gain time to think before he talks.

He dresses conservatively, moves slowly. All in all, he appears to be about as steady and dependable as one of the pillars of O'Shaughnessy Dam of the Hetch Hetchy system, one of the engineering achievements he helped build.

The magnitude of the job Lloyd has assumed can be brought into focus only through details of the projects he is supervising and planning.

### BUREAU

The Bureau he directs might be considered a production department that supplies the city with all the water it can use for drinking, washing, and industrial uses. It does not have any responsibility for the sale of the product. That function is the responsibility of the water department which is the sales agency of the Public Utilities Commission.

In addition to providing the water that must be sold to the consumers in the City of San Fran-

cisco and the communities of the San Francisco Peninsula, the Bureau also operates the hydro-electric facilities of the Hetch Hetchy project.

This, little considered or thought about by the last two administrations in the City Hall, is a profitable investment for the citizens. The electrical energy is sold, according to the restrictions imposed for the common good by the Raker Act. These prohibit the sale of the power to privately-owned utilities for profitable resale trade. The power division has an income of more than \$1,000,000 a year.

### RESPONSIBILITY

Lloyd's bureau still has another duty and responsibility. It is the consulting engineer for other utility departments. Its services and skills are sought and provided when, for example, the Municipal Railway has a major engineering problem, or the airport needs a bit of expansion or construction.

Lloyd and the members of his Bureau staff are not independent operators. They have their bosses. These big wheels, aside from the citizens, are the Mayor, the supposedly independent Public Utilities Commission, and the not-so-important Board of Supervisors.

The bosses might be considered the Roosevelt-Churchill heads of state. The Manager and Chief Engineer of the Bureau is a member of their Joint Chiefs of Staff. The heads of state tell him and others

concerned to go out and win the war—and leave the details of accomplishment of that mission up to them—as does any good executive when he tells the office boy to get him a ham on rye, easy on the dressing, and be sure the coffee's hot. The executive presumes the office boy knows how to climb stairs or punch an elevator button.

This sometimes leads to complications. The bosses of the city's utilities have more things to consider than engineering. They also have the political aspects of the circumstances to weigh and balance.

The city's recent unconcern with hydro-electric power is a good example of circumstances.

### PREPARED

Back in the days of Angelo Joseph Rossi, San Francisco's pre-war Mayor, there was an election on the power issue every once in a while. Former Utilities Manager Edward G. Cahill prepared the plans with the help of men such as Lloyd and they were good plans, logical, simple, and potentially profitable for the taxpayer.

The only trouble was the Pacific Gas and Electric Company, understandably, didn't like them and neither did the voters.



HARRY EDISON LLOYD  
Hetch Hetchy Chief  
City and County of San Francisco

Mayor Roger Dearborn Lapham, who ousted Rossi from office for other reasons, did not press the power issue. That was natural. He was a business man who believed in more business in government rather than more government in any business.

Lloyd and the Bureau experts have given little attention to the subject of municipal distribution of power during recent years. It is none of their business at the moment.

But, the fact remains, that they could draw up a power plan at the drop of a kilowatt hour if ordered

(Continued on next page)



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## HARRY EDISON LLOYD

(Continued from page 5)

to do so. They are very competent individuals when it comes to using their slide rules to figure out the answer to almost anything, with the exception of love and finance.

But they do sell Hetch Hetchy power available for the highest possible price.

### CUSTOMERS

The customers are limited by the provisions of the Raker Act. They include the Kaiser cement plant near Los Altos, the Turlock and Modesto Irrigation Districts in the San Joaquin Valley. There is another big customer in the offing—the federal arsenal at Riverbank. Another potential sales outlet is the City of Palo Alto which operates its own power district. If the city gets this contract, it will beat out the federal power salesmen who are handling the Central Valley project.

While Lloyd, in this official position, doesn't have a word to say about the power problem, he will talk of other things which reflect the philosophy of his personal profession. His career has been one of unspectacular but steady progress along a clearly defined course.

Harry Edison Lloyd was born at White Oaks, in North Central, New Mexico, on February 3, 1896, the son of Frank R. Lloyd and Kate Lloyd. His father was a mining engineer. He has two brothers and a sister: Frank R. Lloyd of Oakland, Walter D. Lloyd of San Bernardino, and Mrs. Carl Anderson of Oakland.

### SCHOOLING

He attended elementary schools in New Jersey and in Oakland, was graduated from the John C. Fremont High School in Oakland, and received his Bachelor of Science degree with a major in mining engineering from the University of California in June of 1921.

Then he went to work.

His first professional job was that of mining engineer on the staff of the North Star Mining Company at Grass Valley in the Mother Lode Country where there was some gold to be found. Next he worked for the late Fred H. Tibbets who was a consulting engineer of prominence. When that phase of his career ended, he became a construction engineer for the Mountain Division of the Nevada County Irrigation District with headquarters at Grass Valley.

In 1924 he married Janice Church of Grass Valley. They have no children. The family home is at 2128 Vallejo Street in San Francisco.

Two years after he took the ir-

rigation district job, Lloyd started his career with the City of San Francisco.

He accepted employment as an assistant engineer on the construction of the Coast Range tunnels of the Hetch Hetchy System. The month was December and the year was 1928.

Then he was assistant construction engineer on the first San Joaquin Valley Hetch Hetchy pipeline. This installation now is being duplicated under his over all direction. He also worked on the System's second Bay crossing and then undertook the task of supervising the enlargement of the O'Shaughnessy Dam, keystone of the city's water supply.

### FURLOUGH

For a time in 1938 he enjoyed what might be considered a furlough from the city's service. He was attached to the Public Works Administration, one of the federal agencies that loaned money for public projects of general value.

This agency was directed by the one and only Harold Ickes. He was the man in government who never did take a deep freeze although he frequently put his opponents in one and while many questioned his personality, none ever had doubts about his standards of morality in government.

Then Lloyd played a vital part in the city winning a law suit in which the stakes were more than \$1,000,000, even a considerable sum these days. The technical advice that Lloyd and other engineers gave Dion Holm enabled the present city attorney to win one of his greatest victories in the courts.

The controversy concerned some technical interpretation of the contracts for the additions to O'Shaughnessy Dam.

The work cost more than estimated. The city thought the contractor should hold the bag. The contractors thought the city should pay the difference.

### SAVING

The city lost the first round in the courts then staged a comeback to win the final decision with the resulting six-figure saving to the taxpayers. Lloyd and other engineers who handled the technical detail of the case made their contribution to the victory by briefing Holm who knew more about torts and contracts than he did about the cost of moving rock in mountain sized quantities.

When the suit was settled, Lloyd was back working for the city. His major assignment was participation in the design of San Francisco International Airport. The job of building was started in the

(Continued on page 24)

## A BUSINESSMAN FOR A BUSY JOB!



Supervisor and Mrs. George Christopher were married in 1935 and live at 3031 Twenty-fifth Avenue

Christopher, as President of the Board of Supervisors, has an enviable record for integrity and fairness. He is a member of the Supervisor's economy block, opposing waste and extravagance in our City's government.

**VOTE FOR  
GEORGE  
CHRISTOPHER  
FOR MAYOR**

**November 6 -- Election Day**



## Vast Muni Railway Improvements Bring Better Service for City

**EVERY DAY IN EVERY WAY** the Railway is getting better and better.

The improvements in San Francisco's transit system which have been made during the past three years are little short of miraculous. There are 593 new vehicles already in service, with 40 additional trolley coaches due in October and 25 new PCC cars to be delivered by December; eleven trolley coach lines have been constructed; motor coach service has been modernized and extended on 16 lines; more than 100 miles of old rails have been removed and the streets repaved from curb to curb; four huge new maintenance yards have been built and the most modern facilities for the cleaning and servicing of the Railway fleet have been installed.

And the program is still going strong.

### New Line on Lincoln Way

A new motor coach line designated as the No. 73 (Lincoln Way) was established on September 16th. It operates from Haight and Stanyan via Frederick and Lincoln Way to the terminal at 46th and Irving.

### October 14th Conversion

Last month saw the conversion of the No. 47 line from motor coach to trolley coach. At the same time improvements and extensions of service were made on six bus lines.

The trolley system for the No. 47 line is being installed by Severin Electric Company at a cost of around \$200,000. The 40 new trolley coaches from St. Louis Car Company, which will be used on the No. 47 and other lines, will cost about \$800,000.

### Ocean Avenue Reconstruction

The replacement of the worn out tracks on Ocean Avenue was started on August 13th, and it is expected that the job will be completed by the first of next year. The job extends from Junipero Serra to Phelan Avenue. Eaton & Smith are the contractors at a bid price of \$456,375.

### Mission Street Extension

Materials are on order for the extension of the No. 14 trolley coach line on Mission Street from Richland to San Jose Avenue. Abbott Electric Company has received the contract for the construction work at a price of \$67,869, the materials to be furnished by the Railway.

Specifications have been prepared for the trolley coach overhead on Ocean Avenue from Mission to Phelan and are at present under consideration by the Commission. No. 12 coaches will run on this branch of the Mission Street lines.

### Cable Track Reconstruction

The track reconstruction on Ma-

son Street should be completed during the first part of October. The Municipal Railway received the contract at a price of \$48,886. The Track Department is employ-

ing about 20 to 25 men on the job.

### Geary Offices

The plans for the second stage of the remodeling of Geary carhouse have been completed, and it is expected that work will start some time in November. The Division offices (Superintendent, Dispatchers, Receivers, etc.) will be moved to the drafting room on the Presidio Avenue side of the

building until the remodeling of these offices is completed. After that the drafting room will be converted for the use of the Schedule Department.

### Special Overhead Work

A contract for installing trolley coach overhead at special locations was awarded to Severin Electric for \$28,600. The work consists of completing loops around the block bounded by 9th Avenue, Ortega, 10th Avenue and Noriega (No. 6 line turnback) and the block bounded by Market, 8th Street,



ing about 20 to 25 men on the job.  
**Alameda Street Duct Line**

The bid for construction of a six-way duct line on Alameda Street from Bryant to Potrero

### MUNI IMPROVEMENTS FOR BETTER SERVICE

Replacing the worn-out tracks on Ocean Avenue is a big and expensive project. The job was started in August and will be completed around the first of the year. Here a crew is hard at work getting the heavy rails in alignment.



Mission and 9th Streets (so that all Market Street trolley coaches may be diverted down Mission Street in case of parades, etc.); also of putting in turns at the corner of 16th and South Van Ness and the corner of Haight and Laguna.

#### LaPlaya Waiting Station

The construction of the waiting station at the end of the No. 5 line (LaPlaya and Balboa) will be handled by A. W. Baum at a price of \$7,371.

#### Automotive Equipment

Of the automotive equipment on order, everything has now arrived

#### Elkton Shops

Elkton Shops have been modernized considerably. All the machine tools have been motorized and the old overhead belts have been removed. A new, large and well-equipped store room has been built, and the supplies formerly kept at Bryant and Division are now stored here. In addition, a contract for roof repairs has been awarded to Regal Roofing Company for \$16,000, and this work should start soon.

#### New Substations

The new 2000-kilowatt automatic rectifier substation at West Portal has been completed. It will supply power to the outer ends of the tunnel lines and eliminate the power loss now incurred in transmitting the energy from more distant sources.

Plans are also under way for the erection of another automatic substation to be located on outer Mission Street.

#### Waiting Stations at West Portal

New waiting stations have been constructed at the west end of the tunnel. As no funds are available for landscaping, our Track Department will undertake this work.

#### Washington-Mason Shop

The old lighting system and the shop motors at the cable car house have been modernized and converted to A.C. current.



**CHARLES D. MILLER**

Manager

San Francisco Municipal Railway

with the exception of the money truck. The new vehicles include three tower trucks, three wreckers, two canopy trucks, nine flat bed trucks and 13 smaller trucks.

#### Geneva Carhouse Ladder Tracks

Plans for the reconstruction of the ladder tracks at Geneva carhouse have been completed and will be submitted for bids in the near future. The material has been ordered from C. M. Lovsted at a cost of \$34,000 and delivery has been promised for October.

## SAN FRANCISCO BAY AREA KEEPS ON EXPANDING

Industry in the San Francisco Bay Area continued its rate of expansions through August, the Industrial Department of the San Francisco Chamber of Commerce's monthly report indicated today.

According to the report a total of 44 projects announced for August added \$13,273,840 to the area's industrial facilities and brought plant and equipment investment to \$86,420,375 for the year.



Of the 77 new plants scheduled during the month for Northern California, 64 were for the Bay region and 17 for San Francisco. The city contributed \$3,727,592 in building expansions to the Bay Area's total of \$70,337,675.

### CONTRACT AWARDED

Hancock Construction Company, San Francisco, has been awarded a \$99,500 contract for construc-

tion of a four-classroom annex to the Pittsburg Junior High School. Work is expected to start as soon as formal government approval of the job and federal allocations of strategic materials are received. School board officials hope the project will be completed in time for the 1952-53 school term.

...ove view shows track work on Mason Street with steel rail bent over crest of hill and clamped into position.

Work is expected to start as soon as formal government approval of the job and federal allocations of strategic materials are received. School board officials hope the project will be completed in time for the 1952-53 school term.



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*"Dean of the Board of Supervisors"*

**BE SURE AND VOTE**

**ELECTION - NOVEMBER 6**



# San Francisco Plays Host!



## S. F. Chamber's 1951 "Valley Days" Most Successful Get-Together

**I**N THE VAST HINTERLANDS which are Northern California's valleys and mountains, in an area stretching northward from San Joaquin and Tuolumne Counties to the Oregon border and eastward from the Coastal Range to the Nevada line, there lies a region roughly the size of New York and larger than any one of nineteen other States of the Union.

Politically, it is actually two twozen distinct units—24 of California's 58 counties—but economically it is one great domain that supplies the world with thousands of truckloads of its food.

Its people number over a million—a creditable population for a realm that stretches for mile upon mile in sheer beauty of landscape and boasts no major industry beyond those of agriculture and travel.

Yet this rural region of some 46,381 square miles, to which San Francisco is its biggest "close"

city, has an effective buying income of almost  $1\frac{1}{2}$  billion dollars a year. Its principal cities had wholesale sales last year of more than 453 million dollars and its vast farmlands enjoyed a gross dollar farm income in excess of 458 million dollars.

Much of this money comes from San Francisco; much of it rolls back to San Francisco. San Francisco firms sell millions of dollars worth of equipment and manufactured food to this area; buy thousands of carloads of farm products

(Continued on next page)

## Valley Days Are Happy Days!

*TOP, left:* 150 delegates boarded four Greyhound buses on the morning of Sept. 27, bound for their first tour, United Air Lines Maintenance Base at S. F. Airport. *Right:* Delegates and hosts gathered at 9 a.m. in the St. Francis Hotel on the first day (Sept. 27) for a "briefing" of the "Valley Days" program. Inter-City Committee Chairman Paul Bissinger and Program Chairman Frank M. Dana addressed this group.

*ABOVE, left:* Scene in the dining room of the Officers Club at the S. F. Naval Shipyard on the night of Sept. 27, when the delegates and hosts gathered for dinner following a tour of the shipyard. *Right (left to right):* Paul A. Bissinger, Chairman, S. F. Chamber of Commerce Inter-City Committee and last year's Chamber president; Capt. A. L. Becker; Warren H. Atherton, past president of the Stockton Chamber and past State and National Commander of the American Legion; Frank M. Dana, vice-president Bank of America and Program Chairman, "Valley Days in San Francisco"; G. L. Fox, General Manager and Vice-President, S. F. Chamber; W. P. Fuller III, Treasurer, W. P. Fuller & Co., and 1st Vice-President, S. F. Chamber; Harry D. Ross, S. F. City and County Controller; Al Spencer of A. T. Spencer & Sons, Winters, California.



## S. F. CHAMBER'S '51 "VALLEY DAYS"

(Continued from Page 9)

for consumption or industrial use here; distribute millions of dollars worth of the area's products to all parts of the world.

The implication is quickly apparent to the casual eye; to the civic and business practitioner who is thinking of greater development of trade, of commerce, of all the healthy activities that are signposts of progress, it is translated into a need for closer personal relationships between the men and women who make the wheels go "round 'up there'"—and those in the great city by the Golden Gate.

And so it is that once a year this ball—quickly caught when sought, but elusive in indifference—is carried by the businessmen of the city through their Chamber of Commerce.

Part of the San Francisco Chamber's continuing program of domestic trade relations . . . of

getting San Francisco's business people together with those of neighboring areas toward the goal of mutual development . . . is labeled, appropriately, "Valley Days in San Francisco." The crux of this yearly event is the bringing of business and civic leaders of the valley and surrounding areas to the city for a mutual exchange of notes and a two-day showing of San Francisco industrial, commercial and shipping facilities. Last year the guests were from the San Joaquin Valley.

This year the event was held September 27-28. More than 150 come from the twenty-four inland counties of Northern California. They were received by Chamber officials with customary ceremony on the morning of September 27, and for two action-packed days were "re-introduced" to the great potentialities of the Golden Gate City.

**TOP, left:** Climax of "Valley Days" was a luncheon to visiting delegates at the St. Francis Yacht Club, followed by a tour of the Bay in the Chamber's "Great Golden Fleet." Photo shows scene in Club's main dining room as more than 200 delegates and local hosts gathered for lunch, Friday noon, Sept. 28.

**Right:** Head table at luncheon with Program Com. Chairman Frank M. Dana introducing guests. Dana also served as chairman of the luncheon.

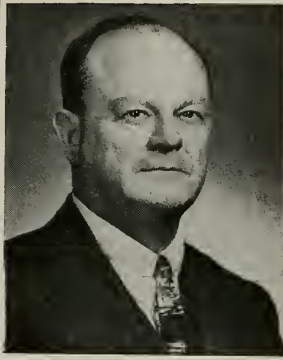
**ABOVE, left:** Highlight of the luncheon was the presentation of a "Captain's Commission" in the "Great Golden Fleet" to Joseph A. Moore, Sr., president of Moore Dry Docks, Oakland, by Dan London, general manager of the St. Francis Hotel and "commander" of the fleet. London (left) is shown making presentation to Moore (center) as Ray Folger (second from left), San Francisco insurance executive, and W. P. Fuller III, S. F. Chamber vice president, add congratulations.

**ABOVE, right:** Photo shows one of the groups that took Bay cruises on the yachts of the S. F. Chamber's "Great Golden Fleet," Friday, Sept. 28. The yacht is owned by H. G. Stevens (extreme right, foreground). Members of the party are (left to right FRONT ROW) L. H. Grady of El Dorado Chamber of Commerce; R. M. Bowen of Valley Express Co.; B. A. Peeters, also of Valley Express Co.; and J. G. Tucker. (BACK ROW, left to right) H. E. Colburn, of Plymouth; Ralph H. Taylor, Agricultural Council of California, Sacramento; and unidentified crewman.



They came from approximately fifty separate towns and communities of the vast northern area—from cities as large as Sacramento and as small as Grass Valley. And its types of citizens were as widely diversified as the small town retailer and the larger city mayor.

Under the capable leadership of Frank M. Dana of the Bank of America—"Valley Days" program chairman—and Paul A. Bissinger, Past President of the Chamber and currently chairman of its Inter-City Committee, the large group of visitors was led from one end of San Francisco to the other. Among points visited were the Western Crown Cork and Seal Plant, the San Francisco Naval Shipyard and United Air Line's huge maintenance base at South San Francisco. They had cocktails in the Officers' Club of the shipyard and a dinner Thursday night with approximately one hundred of their hosts—business firms of San Francisco that had given of their time and money to make the two-day occasion a success.



ALAN J. LOWERY  
Pres., S. F. Chamber of Commerce

Crowning features of the visit were luncheon on the final day at beautiful St. Francis Yacht Club and tours of the Bay in the Chamber's "Great Golden Fleet." The "Fleet" is a group of approximate-

ly fourteen privately-owned yachts which, under the direction of "Commodore" Dan London of the St. Francis Hotel, earlier this year was organized into the first Chamber of Commerce flotilla in the world maintained for the entertainment of visiting business delegations.

Its use in the "Valley Days" event was not pure pleasure; from the shining decks of the fourteen little vessels, the 150 delegates from the inland areas saw with their own eyes San Francisco's great waterfront facilities and many of her industrial installations that border on or near the bay. They saw, too, the great bridges that span the last gaps between the city and their farmlands . . . That daily bring products to the city from their farmlands—and carry, in great measure, equipment and other merchandise back to them.

"From the standpoint of area represented by delegates and the scope of our program," said Frank

Dana this week, "This year's 'Valley Days' event was the largest trade-development event ever held in San Francisco.

"The valley and highland regions which our visitors represented are highly important to San Francisco economically—and we to them," he continued. "'Valley Days' is the type of informal get-together that strengthens this reciprocal trade relation that is so valuable and makes for an ultimate greater prosperity for both our citizens and theirs."

Typical of the reaction of the delegates themselves was this comment by a leading Chico representative:

"This is the best sales idea I've seen yet. Because of 'Valley Days' I've really been able to sell Chico to the San Francisco representatives I've met.

"And don't think they've been pulling any punches on telling me what San Francisco has to offer the business people and farmers of my area!"

## Borrmann Steel Supply Company Forging to Leadership in Trade

SUCCESSFUL "LITTLE BUSINESSES" are the foundation stones upon which the economy of San Francisco, the Bay Area and the entire nation rests.

Frank C. Borrmann, civic leader and community minded, is head of a successful "little business" which judging by its growth in the past few years may well enter into the class of "big business" before too long a time.

Mr. Borrmann founder and president of the steel supply company which bears his name, well typifies the indomitable spirit of San Francisco, his native city. Twice faced with business disaster, like the city which gave him birth, he "rose from the ashes" to greater things.

He was born in 1888 south of the slot, to coin a phrase, at 1675 Howard Street. His education started at St. Boniface Elementary School, then came night school at Mission High and the old Humboldt Evening High out at Geary and Scott Streets.

Like many native San Franciscans, he retains vivid memories of the earthquake and fire. With numerous other survivors of the catastrophe, the family fled before the advancing flames with the few salvaged possessions, to camp in Golden Gate Park. When the ashes had cooled the family started life anew. Young Frank worked, helping to rebuild his father's business destroyed in the disaster.

Several years later, he was employed briefly in a hardware store, a steel company, and then came his first venture into business for himself. With his brother, he supplied beef extracts and chicken cubes to restaurants and saloons.

As sales increased other items were added to the list supplied by the growing little business. But as in the case of so many young companies, troubles beset them and, lacking adequate reserves, the business failed. But Frank Borrmann refused to write finis to the venture until all his creditors were paid in full.

Then followed an interval in the hardware business, and then a fine position as manager of the Body Steel and Manufacturing Company.

But still driven by the urge to exercise his own initiative, in 1925 he founded a steel supply company with offices and warehouse at 19 Minna Street, San Francisco and at Parr Terminal in Oakland. However, when success seemed certain, misfortune hit, this time during the black days of the depression. Borrmann refused to take the advice of friends, who urged bankruptcy to clear away his debts. By selling his home, his possessions and using his savings he was able to pay his creditors a hundred cents on the dollar.

In spite of adverse conditions, in 1932 he moved his firm, the Frank C. Borrmann Steel Supply Company, to its present location at 815 Bryant Street. There over the years he has built his firm to



FRANK C. BORRMANN  
Civic, Business Leader  
Borrmann Steel Supply Co.

its present eminence in the steel supply trade.

Associated with Borrmann now are his son, Robert as manager and his daughter Dorothy, as treasurer.

Despite the great success that has crowned his efforts during recent years, he has not lost the common touch. He gets great pleasure at rare intervals to sneak out of the office, don a pair of dungarees and work in the yard with his men.

A friendly man, it is natural that he seeks friendship in membership in various clubs and civic organizations. An Exchangeite of many years standing, he is active in its affairs, refusing to take high office but always a guiding spirit in its activities. Other organizations of which he is a member, to mention a few are the B.P.O.E., Stanford Parlor, N.S.G.W., S. F.

Round Table; he is also a former member of the active 5:15 Club, a commuter's organization, and a past president of the Miraloma Park Improvement Club.

Mr. Borrmann and his wife Ethel, to whom he has been married thirty-eight years, live at 415 Castenada Avenue in the Forest Hills district of San Francisco.

Robert Borrmann, Frank's son has won distinction in his own right and may well be the subject of a later article. Suffice to say at this time, that he has an enviable war record, was a member of the 97th Bomber Group of the 18th Air Force stationed in Italy, flew fifty-four bombing missions over Axis territory during the hell that was the peak of the air war just preceding D-day, then at last he flew a war-weary bucket of bolts back to the States and eventual discharge as a First Lieutenant. — R. H. A.

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### CARL H. ALLEN

Presiding Judge  
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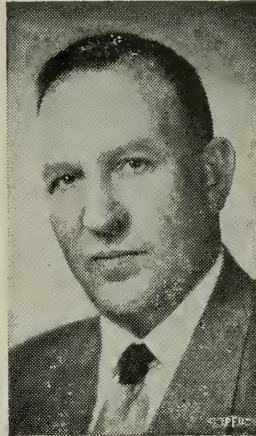
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Manufacturers in San Francisco"

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MIssion 8-3501

## Sponsors Named by George V. Curtis

District Attorney candidate Geo. V. Curtis announces the list of his sponsors and, at the same time, announced that his candidacy had been assured the support of "sev-



GEORGE V. CURTIS

eral additional" civic organizations and prominent city leaders.

The following are Curtis official sponsors:

Bernice Curtis, homemaker; Claude E. McGovern, real estate broker; William H. Kirkpatrick, special representative, San Francisco Chamber of Commerce; John Topolos, garage owner; Albert Picard, attorney at law; Dr. Benjamin F. Lickey, president, Lincoln University; Dr. Chang Wan Lee, doctor of dental surgery; Isaac Tuchler, retired; Lester Bricca, businessman; David O'Berry, advertising; Lawrence Thomas; John Livernois, garage owner; Vernon Humber, attorney at law; Arthur Matin, attorney at law; Ethel Ferguson, homemaker; Ken-

neth C. Birnbaum, merchant; Marie Baker, real estate broker; John H. Gassman, merchant; Bertha Roux, homemaker.

Curtis for District Attorney headquarters is at 1161 Market Street. The phone number is UNderhill 3-1600.

**DECHARD A. (Deck) HULCY**, president of the Chamber of Commerce of the United States will be the speaker at a joint luncheon to be held by the Oakland Chamber of Commerce and the Advertising Club of Oakland at the Hotel Leamington Bowl November 6.

Texas born, Hulcy rose from poverty and educated himself to climb to national leadership in the public utility field. President of the Lone Star Gas Company of Texas and Oklahoma, he is also president of the American Gas Association, representing the \$8,700,000,000 gas utility industry.

Rated as an outstanding speaker, Hulcy last year received the honorary doctor of laws degree from Texas Wesleyan College which cited him as a "shining example of American genius and opportunity, overcoming lack of early education by an imperial will to achieve and grow."

Hulcy describes himself as a "lucky Texas country boy."

With a capacity crowd indicated, the sponsors requested that advance reservations be made. These may be obtained from the Oakland Chamber, GLencourt 1-7800, or the Ad Club.

### SAFETY HABITS

The window washer on a skyscraper may be killed if he violates one of the safety rules of his profession. Likewise the motorist may be fatally injured if he disobeys one of the rules of sound motoring. The California State Automobile Association urges you to play it safe and always observe good driving habits.

RE-ELECT . . .

## SUPERVISOR EDWARD T. MANCUSO

Endorsed by Union Labor Party and many Labor Leaders  
including Daniel Del Carlo, Joseph J. Diviny, Local 85,  
Jack Goldberger

Vote for a Capable, Experienced Public Official





## Proposition "G" Wins Wide Spread Support Reports Chairman Maloney

**SENATOR THOMAS A. MALONEY**, well known San Francisco legislator and Chairman for Proposition G announces wide spread support for Proposition G from every section of San Francisco. Senator Maloney emphasizes that the amendment is not a Supervisors amendment but was introduced at the request of a widely representative group of citizens interested in better government. Labor and business — Democratic and Republican leaders — progressive citizens from every neighborhood and every civic organization in San Francisco have united to bring about this much needed reform in our city government. They urge YOU to vote YES on G.

Here is a partial list of the Citizens Committee already supporting Charter Amendment G:

Thomas A. Maloney, General Chairman; Benjamin H. Swig, Chairman Executive Committee; Lloyd E. Graybiel, Treasurer; Cyril Magnin, Secretary.

Vice Chairmen—John G. Brucato, Paul Bissinger, George O. Braden, W. P. Fuller Brawner, Alvin F. Derre, Mrs. Paul Eliel, Jack Goldberger, Congressman Franck R. Havenner, Arthur R. Hellender, James Hurst, Evelyn La Place,

Grace Macduff, William M. Malone, Florence M. McAuliffe, Mrs. John J. Murray, Senator Gerald J. O'Gara, Mrs. Charles B. Porter,



**HON. THOMAS A. MALONEY**  
Chairman Citizen's Committee  
Vote "Yes on G"

George R. Reilly, Thomas J. Rioridan, Congressman John F. Shelley, Dr. Ernest Sloman, William H. Woodfield, Jr.

Executive Committee — Tadini Bacigalupi, Harold D. Berliner.

## "G" is Good for San Francisco

### LABOR AND BUSINESS AGREE

### VOTE YES ON "G"

Proposition "G" makes the first change in salaries of the Board of Supervisors in forty years. San Francisco deserves good government. To get the best and keep the best

### VOTE YES ON "G"

## Regarding Proposition "A"

(Editorial, San Francisco News, Monday, October 22, 1951)

At almost every election for several years the fire and police departments have presented charter amendments adjusting their scale of pay.

Voted upon in November, these amendments, if passed, have had to go before the Legislature the following year for approval. If approved they have taken effect in midyear at the end of the legislative session.

The result has been that salary increases granted by the voters have not been available to the members of the two departments until eight months after the people voted them.

In an effort to change this awkward situation the departments have submitted this year an amendment setting up a cost-of-living plan of salary adjustment based upon the U. S. Bureau of Labor Statistics Consumers' Price Index for San Francisco.

Increases and decreases would be based upon a three-point or more change in the index as of March 15 each year, and would be limited to 10 per cent of change either way after July 1, 1952.

The base index number prescribed in the amendment is 170. Worked out upon the latest index figure the salary increase would amount to about 10.5 per cent, in dollars about \$36 for the lowest ranks and \$67 for the two chiefs per month. Controller Harry D. Ross estimates the boost would amount to nine and seven-tenths mills in the tax rate.

Statistics of comparative salary scales for these two services in various comparable cities, as submitted by the San Francisco departments and by the Municipal Conference, which is opposing the amendment, differ in some important cases. But the departments contend that the present slow system of fixing salaries by charter amendment each year makes comparisons with other cities unrealistic because by the time increases are applicable here the scales in other places have gone up to an ever higher level.

There is more general public approval for the salary amendment this year than ever before. It has been endorsed by a long list of organizations and voter groups. This approval is doubtless a mixture of sentiment that the departments are entitled to an increase and acceptance of a less cumbersome method of fixing departmental salaries.

We believe both these arguments are valid and therefore recommend a Yes vote on Proposition A.

The City-County Record endorses Proposition "A" and recommends a Yes vote at the election November 6.

Edgar H. Brownstone, John D. Costello, Daniel Del Carlo, Douglas Dorn, Don Fazackerley, John J. Haster, Harry H. Hilp, James S. Kearney, H. C. "Pat" Maginn, Dan P. Maher, J. W. Maillard III, Molly H. Minudri, Maurice Moskovitz, Lansing Rothchild, Adolph Schumann.

Among the organizations endorsing Proposition G are:

S. F. Chamber of Commerce, S. F. Labor Council, AFL, S. F. CIO Industrial Union Council, Civic League of Improvement Clubs and Associations, Downtown Association, S. F. Junior Chamber of Commerce, S. F. Real Estate Board, S. F. Building Owners and Managers Association, Columbus

Civic Club, Civil Service Association, Chines American Citizens Alliance, Municipal Improvement League, Park Presidio Improvement Club, Veterans Political Council, Citizens Political Advisory Board, S. F. Federation of Municipal Employees.

### ROTATE TIRES

Tread on the left rear tire of an automobile will wear out almost twice as fast as tread on the left front tire, according to the California State Automobile Association. Rotation of all tires at regular intervals is recommended in order to assure even wear on each tire.

## CITY AND COUNTY OF SAN FRANCISCO

ELMER E. ROBINSON, MAYOR

## Directory of City and County Officers

\*Indicates vacancy

## ELECTIVE OFFICERS

## MAYOR

200 City Hall, Z.2, MA 1-0163  
**ELMER E. ROBINSON, Mayor**  
 MAX G. FUNKE, Executive Secretary  
 GEORGE GRUBBS, Administrative Assistant  
 PAUL KING, Confidential Secretary  
 JOHN D. SULLIVAN, Public Service Director

## SUPERVISORS, BOARD OF

235 City Hall, Z.2, HE 1-2121  
**GEORGE J. CHRISTOPHER, President**, 175 Russ St., Z.3  
**BYRON ARNOLD**, 105 Montgomery St., Z.4  
**DON FAZAKERLEY**, 812 Mission St.  
**DAN GALLAGHER**, 172 Beale St., Z.5  
**MARVIN E. LEWIS**, 625 Market St., Z.5  
**CHESTER R. MACPHEE**, 1048 Valencia St., Z.10  
**EDWARD T. MANCUSO**, 345 Grove St., Z.3  
**PATRICK J. McMURRAY**, 86 McAllister St., Z.2  
**DEWEY MEAD**, 3100 Steiner St., Z.23  
**J. JOSEPH SULLIVAN**, 111 Sutter St., Z.4  
**JOHN J. SULLIVAN**, 128 Veterans Bldg., Z.2  
**JOHN R. McGRATH**, Clerk  
**ROBERT J. DOLAN**, Chief Asst. Clerk

**Standing Committees** (Chairman is named first)  
**COMMERCIAL AND INDUSTRIAL DEVELOPMENT**—  
 MacMurray, Arnold, MacPhee

**COUNTY STATE AND NATIONAL AFFAIRS**—  
 Gallagher, Mancuso, John J. Sullivan, Fazakerley, Mead,

**EDUCATION, PARKS AND RECREATION**—Fazakerley,  
 MacPhee, McMurray

**FINANCE, REVENUE AND TAXATION**—MacPhee, Mead,  
 Fazakerley

**JUDICIARY, LEGISLATIVE AND CIVIL SERVICE**—Mancuso,  
 Gallagher, J. Joseph Sullivan

**POLICE**—Mead, Lewis, Gallagher

**PUBLIC BUILDINGS, LANDS AND CITY PLANNING**—  
 Lewis, J. Joseph Sullivan, Arnold

**PUBLIC HEALTH AND WELFARE**—John J. Sullivan,  
 Lewis, Fazakerley

**PUBLIC UTILITIES**—J. Joseph Sullivan, McMurray, Lewis

**STREETS AND HIGHWAYS**—Arnold, Mead, John J. Sullivan

**RULES**—Christophe, Mancuso, Gallagher

## ASSESSOR

RUSSELL L. WOLDEN, 101 City Hall, Z.2, KL 2-1910

## DISTRICT ATTORNEY

THOMAS C. LYNCH, 550 Montgomery St., Z.11, DO 2-2838

## CITY ATTORNEY

DION R. HOLM, 206 City Hall, Z.2, HE 1-1322

## PUBLIC DEFENDER

GERALD KENNY, 550 Montgomery St., Z.11, EX 2-1535

## SHERIFF

DANIEL C. MURPHY, 331 City Hall, Z.2, HE 1-2121

## TREASURER

JOHN J. GOODWIN, 110 City Hall, Z.2, HE 1-2121

## COURTS

## SUPERIOR JUDGES OF

DANIEL R. SHOEMAKER, Presiding, City Hall, Z.2  
 MELVYN L. CROBIN, City Hall, Z.2  
 FRANK T. DEASY, City Hall, Z.2  
 PRESTON DEVINE, City Hall, Z.2  
 EDWYND L. FITZPATRICK, City Hall, Z.2  
 THOMAS M. MOLEY, City Hall, Z.2  
 FRANKLIN A. GRIFFIN, City Hall, Z.2  
 L. L. HARRIS, City Hall, Z.2  
 LILE T. JACKS, City Hall, Z.2  
 HERBERT C. KAUFMAN, City Hall, Z.2  
 ROBERT MCWILLIAMS, City Hall, Z.2  
 THERESA MEIKLE, City Hall, Z.2  
 TWIN MICHELSEN, Hall of Justice, Z.8  
 EDWARD M. KOLKENHOF, City Hall, Z.2  
 CLARENCE W. MORRIS, City Hall, Z.2  
 HARRY J. NEUBARTH, Hall of Justice, Z.8  
 MILTON D. SAPIRO, 150 Otis St., Z.3  
 GEORGE W. SCHONFELD, City Hall, Z.2  
 WILLIAM T. SWIGERT, Hall of Justice, Z.8  
 WILLIAM F. TRAVERSO, City Hall, Z.2  
 H. A. VAN DER ZEE, City Hall, Z.2  
 ALBERT C. WOLLENBERG, City Hall, Z.2  
 JOSEPH M. CUMMINS, Secretary  
 460 City Hall, Z.2, UN 1-8552

## MUNICIPAL JUDGES OF

CARL H. ALLEN, Presiding, City Hall, Z.2  
 MATTHEW F. BRADY, Hall of Justice, Z.8  
 C. HAROLD CALFELD, City Hall, Z.2  
 EUSTACE CULLINAN, JR., Hall of Justice, Z.8  
 LEO A. CUNNINGHAM, City Hall, Z.2  
 JOSEPH M. GOLDEN, City Hall, Z.2  
 JOHN J. McMAHON, Hall of Justice, Z.8  
 J. B. MOLINARI, City Hall, Z.2  
 EDWARD O'DAY, City Hall, Z.2  
 CHARLES S. PEERY, Hall of Justice, Z.8  
 LENORE D. UNDERDILL, City Hall, Z.2  
 ALVIN E. WEINBERGER, City Hall, Z.2  
 IVAN L. SLAVICH, Clerk and Secretary,  
 301 City Hall, Z.2, KL 2-1008  
 A. C. McCHESNEY, Jury Commissioner,  
 305 City Hall, Z.2

**TRAFFIC FINES BUREAU**, 164 City Hall, Z.2, KL 2-3008  
**JAMES M. CANNON**, Chief Division Clerk

## GRAND JURY

457 City Hall, Z.2, UN 1-8552  
 Meets Wednesday at 8:00 P.M.

**EUGENE CORBETT**, Foreman

**ALLAN K. THOMPSON**, Secretary

**DAVID F. SUPPLE**, Executive Statistician

**ADULT PROBATION DEPARTMENT**

550 Montgomery St., Z.11, DO 2-3923

**JOHN D. KAVANAU**, Chief Adult Probation Officer

**Adult Probation Committee**

Meets at call of Chairman and 2nd Thursday each month

**ROBERT A. PEABODY**, Chairman, 456 Post St., Z.2

**KENDRICK VAUGHAN**, Secretary, 60 Sansome St., Z.4

**REV. MATTHEW F. CONNOLLY**, 349 Fremont St., Z.5

**KARL AND BLOSSER**, 670 Monckton Bldg., Z.5

**FRED C. JONES**, 625 Hayes St., Z.2

**MAURICE MOSKOWITZ**, 2900 Lake St., Z.21

**FRANK RATTIO**, 526 California St., Z.4

**YOUTH GUIDANCE CENTER**

375 Woodside Ave., Z.16, SE 1-5740

**THOMAS STRYCUCLA**, Acting Chief Juvenile Probation Officer

**Juvenile Probation Committee**

Meets at call of Chairman

**HUGH K. MCKEY**, Chairman, Russ Bldg., Z.4

**MRS. FRED W. BLOCH**, Secretary, 3712 Jackson, Z.18

**JACK GOLDENBERGER**, 109 Golden Gate Ave., Z.2

**REV. JOHN A. COLLINS**, 420 - 29th Ave., Z.21

**MERRILL COOLEY**, 1100 Sacramento St., Z.8

**HENRY FOLLE**, 929 Market St., Z.3

**MISS EDITH E. PENCE**, 1101 Green St., Z.9

**REV. JAMES M. MURRAY**, 1825 Mission St., Z.3

**MRS. E. S. HELLER**, 200 Jackson St., Z.9

## OFFICERS APPOINTED BY MAYOR

## CHIEF ADMINISTRATIVE OFFICER

289 City Hall, Z.2, HE 1-2121

**THOMAS A. BROOKS**

**BEN G. KLINE**, Executive Secretary

**MARIAN T. FETT**, Confidential Secretary

## CONTROLLER

109 City Hall, Z.2, HE 1-2121

**HARRY D. ROSS**

**WREN MIDDLEBROOK**, Chief Assistant Controller

## LEGISLATIVE REPRESENTATIVE, FEDERAL

FRANCIS W. KEESLING, JR., 315 Montgomery St., Z.4

## LEGISLATIVE REPRESENTATIVE, STATE

DONALD W. CLEARY

223 City Hall, Z.2, MA 1-0163 and HE 1-2121

Hotel Senator, Sacramento 17 (during sessions)

## DEPARTMENTS UNDER THE MAYOR

## ART COMMISSION

100 Larkin St., Z.2, HE 1-2121

Meets first Monday of each month at 3:00 P.M.

**HAROLD D. ZELLERBACH**, President, 534 Battery St., Z.11

**DOUGLAS BAYLIS**, 619 Washington St., Z.9

**JOHN K. HAGOPIAN**, Mills Tower, Z.4

**ROBERT B. HOWARD**, 321 Francisco St., Z.11

**CHARLES H. KINNEY**, 210 Jones St., Z.2

**OSCAR LEWIS**, 2740 Union St., Z.23

**FRANCIS J. MC CARTHY**, 693 Mission St., Z.5

**MRS. ALICE G. POYNER**, 1127 Greenwich St., Z.9

**JOHN B. ROBERTSON**, 500 Montgomery St., Z.4

**ANTONIO SOTOMAYOR**, 3 Le Roy Place, Z.9

**Ex-Officio Members**

**MAYOR ELMER E. ROBINSON**

**ERNEST J. TORREGANO**, Pres., City Planning Comm.

**HERBERT FLEISHACKER**, Pres., deYoung Museum

**GEORGE D. HART**, Pres., Public Library Commission

**PAUL VERDIER**, Pres., Calif. Palace Legion of Honor

**LOUIS SUTTER**, Pres., Recreation & Park Commission

**JOSEPH H. DYER, JR.**, Secretary

## CITY PLANNING COMMISSION

100 Larkin St., Z.2, HE 1-2121

Meets first and third Thursdays of each month at 2:30 P.M.

**ERNEST J. TORREGANO**, President Mills Bldg., Z.4

**WILLIAM D. KILDFUL**, 160 Montgomery St., Z.4

**HAROLD T. HART**, 536 Bryant St., Z.7

**MRS. EUGENE M. PRINCE**, 1421 Pacific Ave., Z.18

**OLIVER ROUSSEAU**, 1140 Greenwich St., Z.9

**Ex-Officio Members**

**THOMAS A. BROOKS**, Chief Administrative Officer

**JAMES H. TURNER**, Manager of Utilities

**PAUL OPPERMAN**, Director of Planning

**JOSEPH MIGNOLA**, Secretary

## CIVIL SERVICE COMMISSION

151 City Hall, Z.2, HE 1-2121

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## Redwood Empire Association 31st Convention Outstanding Success

SAN FRANCISCO, southern gateway county of the Redwood Empire, was strongly represented as usual at the Redwood Empire Association's 31st annual convention at Hoberg's on October 4th, 5th and 6th.

The Supervisors' delegation included Dan Gallagher, who is REA Vice-President for the city and county; Byron Arnold. Pat McMurray,

Dewey Mead and John J. Sullivan, Don Cleary, city's legislative representative, also attended. Representing the Golden Gate Bridge and Highway District were Director Maurice Moskovitz and James Adam, public relations representative, of San Francisco. Ted Huggins of the Standard Oil of California and Reed Robinson, candy manufacturer — both Executive Board members — were active. Robert R. Gros, of the P. G. & E., also Executive Board member, was scheduled to be master of ceremonies at the Friday dinner but was unable to attend because of the death of his mother. Director Geo. H. Allen, publisher of the Record, Richard H. Allen and Whit Henry of the staff were in attendance, with Geo. Allen serving as chairman of the Resolution Committee.

Paul Bissinger, 1950 president of the San Francisco Chamber of Commerce, addressed the Chamber

**ARTHUR J. SCHILDER,**  
President of the Redwood  
Empire Association

Arthur J. Schilder, Ukiah businessman, who was elected for the third successive year at the Redwood Empire Association's 31st annual convention at Hoberg's to be president of the big highway and travel development organization.

With the exception of the years during World War II — when Charles Demaray of Grant's Pass, Oregon, was "frozen" in the position — this is the first time any president has been elected for three years. Young, vigorous and deeply devoted to the advancement of the Redwood Empire of which San Francisco is the southern gateway county, Mr. Schilder was re-elected without opposition.



Top: REA Publishers' Unit hold a breakfast meeting. Unit President John H. Marlan of the Sausalito News is introducing guest speaker Ed Montgomery, Pulitzer Prize winner of S. F. Examiner staff, seated in center of head table. The City-County Record was well represented at the meeting with Record columnist Whit Henry at extreme right, associate editor Richard Allen and publisher Geo. H. Allen next in line. Above: REA Supervisors' Unit session, Marin Board Chairman T. Fred Bagshaw, president.



of Commerce Unit and those attending the Friday dinner. He told the Chamber of Commerce meeting that he did not fear this nation's defeat in any war or any communist revolution nearly as much as he does a creeping fascism caused by increased concentration of power in the nation's capital.

Above, left: REA Executive Board. Front row (left to right): Charles Demaray, Grants Pass, Oregon; George Hoberg, former presidents; REA President Arthur J. Schilder; Junior Past President Al Beecher; T. Fred Bagshaw, President Supervisors' Unit, and James F. Lyttle, Sonoma County Supervisors Chairman. Above, right: Elliot Epstein, REA legal counselor, presents Irish shillelagh to S. F. Supervisor Dan Gallagher. Above, left: Former General Manager of the Northwestern Pacific Railway Clinton Veale receives plaque for ten years service as Executive Board member. Above, right: REA Aviation Unit in session with Unit President Wm. H. Levings at end of table.

John Allen and Ed Montgomery of the San Francisco Examiner spoke before two sessions during the convention. Allen gave advice on publicity methods to the Publicity and Advertising Committee and Montgomery gave the Newspaper Publishers Unit the lowdown on corruption in the federal income tax officer.

Arthur J. Schilder, Ukiah businessman who has been president of the Redwood Empire Association for the past two years, was re-elected for 1951-52. Except during the war, when Charles Demaray of Grants Pass, Oregon, was frozen in the position, this is the first time any president of the big highway and travel development organization has been elected three times. Clyde Edmondson, longtime general manager of the REA, was named again to that position; and Elliot Epstein, San

(Continued on next page)



Francisco attorney, will begin his twenty-fourth year as REA attorney.

Every phase of the Redwood Empire's economy—San Francisco,

shaw, President of the Supervisors Unit, emphasized the great need of federal funds for Empire highways which are important indeed for national defense, including the invaluable Golden Gate Bridge.

The Aviation Unit (Wm. H. Levings, President) developed a detailed program for aeronautics development. Operators of wayside enterprises, Chambers of Commerce executives, managers of fairs, enthusiasts for more hiking and riding trails, conservation and state parks, real estate operators and many other groups met and worked on their plans and problems.

It was a convention that produced results important and profitable for San Francisco and all other counties of the Empire.



ARTHUR J. SCHILDER, Pres.,  
Redwood Empire Association

Marin, Sonoma, Napa, Lake, Mendocino, Humboldt and Del Norte counties (California) and Josephine County (Oregon)—was discussed during the convention at Hoberg's. Supervisors met and considered many matters, such as campaigns for more funds for the State Highway Commissions of Oregon and California to spend on highways, and T. Fred Bag-

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## California, Arizona Newsmen Guests At Standard Oil Segundo Refinery

ON OCTOBER 15, Southern California's largest petroleum refinery played host to 75 newsmen from the northern part of the state, and from Arizona, as a feature of Oil Progress Week observances across the nation.

Most of the Arizona and California newspapermen were flown to El Segundo on special flights sponsored by Standard Oil Company of California, which operates the 120,000-barrel refinery here.

The refinery tour included luncheon in the plant cafeteria, an inspection of refining facilities, and a look at offshore tanker loading operations through a submarine pipe line. The group also was taken through laboratories of California Research Corporation, a Standard Oil Company of California subsidiary.

Following the refinery tour the newsmen were driven to the Darby Inglewood field to view the drilling of an oil well, and see pumping wells in operation. Inglewood is one of the many oil fields in the Los Angeles basin area which supply crude petroleum to the El Segundo refinery through a pipe line gathering system.

### INSPECTION

In addition to their inspection of other petroleum refining facilities at El Segundo, the touring group went through a government-owned butadiene plant which the oil company operates. This is one of several plants throughout the country which convert butane gas, a petroleum processing by-product,

into butadiene, an essential raw material for the manufacture of synthetic rubber.

Butadiene manufactured in the El Segundo refinery is piped to a nearby rubber manufacturing plant. Output of butadiene at the refinery is the equivalent of 2,000 tons of synthetic rubber each month.

### OCCASION

Oil Progress Week, the occasion for this flight tour, is observed by America's petroleum industry each October to acquaint the public with oil industry operations, and the part which petroleum plays in the lives of all Americans.

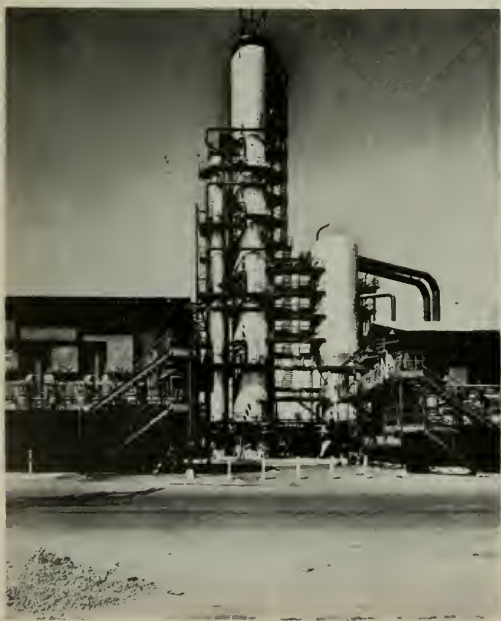
Guests — Honorable George P. Miller, Member of Congress; Alameda Times Star, Wm. Werner, Alameda; The Argonaut, Malcolm Mouler, San Francisco; Baywood Press, Allan C. Bartlett, Pt. Reyes Station; Berkeley Gazette, J. R. Ward, Berkeley; Brentwood News, Edgar M. Allen, Brentwood; California Journal of Development, Jerry Carpenter, San Francisco; Calistoga - Calistogan, Ralph P. Winston, Calistoga; City-County Record, Geo. H. Allen, San Francisco; Contra Costa Gazette, James

### NIGHT VIEW OF STANDARD'S EL SEGUNDO REFINERY

*Below:* General view of El Segundo refinery of Standard Oil Company of California. Refining of oil continues night and day, every day in the year to meet heavy demand for products.



Ritch, Martinez; Dinuba Sentinel, Bill Locke, Dinuba; Fresno Bee, G. H. Gilbert, Fresno; Gilroy Dispatch, Joe Houghteling, Gilroy; Hayward Review, Dean Thompson, Hayward; Hollister Free Lance, M. F. Hoyle, Jr., Hollister; Merced Sun-Star, Dean Leshner, Merced; Mountain Democrat, C. E. Barker, Placerville; Napa Register, Whitfield Griffiths, Napa; Palo Alto Times, Harry Millet, Palo Alto; Radio KCBS, Kenneth Dunham, San Francisco; Radio KEEN, Glen Dunham, San Jose; Radio KGO, Sherman Bazell, San Francisco; Radio KJBS, C. F. Pendleton, San Francisco; Radio KNEC, Henry Schacht, San Francisco; Radio KUKI, Bartley Sims, Ukiah; Red Bluff Daily News, Marion S. Walker, Red Bluff; Redwood Journal Press Dispatch, Ben A. Cober, Ukiah; Richmond Independent, A. M. Richards, Jr., Richmond; St. Helena Star, Starr Baldwin, St. Helena; Sa Bruno Herald, Russell S. Walton, San Bruno; San Francisco Chronicle, Don K. White, (Continued on next page)



*Above, left:* Battery Crude Unit at El Segundo refinery. Atmospheric tower, left, and vacuum tower with furnace for each at left and right foreground. *Above, right:* Aerial view of refinery. Note large number of crude oil and finished products storage tanks spaced at distance from refining units.



San Francisco; San Francisco Examiner, Alfred Schneider, San Francisco; San Francisco News, John Piper, San Francisco; Sanger Herald, Seymour Sterling, Sanger; San Leandro News Observer, Abe Kofman, San Leandro; Santa Cruz Sentinel News, Fred Jenkins, Santa Cruz; Shopping Times News, A. M. Perry, Sacramento; Solano Republican, J. Toney, Fairfield; South San Francisco Enterprise, Logan Franklin,

San Francisco; Stockton Record, Don Reed, Stockton; Television KPIX, William Winter, San Francisco; Vacaville Reporter, John Rico, Vacaville; Vallejo Times Herald, O. B. Gaston, Vallejo; Visalia Times Delta, Robert M. Speidel, Visalia; Walnut Creek Kernel, Lyman Stodward, Sr., Walnut Creek; Walnut Creek Sun, Leonard Verburg, Walnut Creek; Western Industry Magazine, A. C. Prendergast, San Francisco; Yolo County

Record, Douglas Tibbitts, Woodland; C. A. Pollard, General Manager, El Segundo Refinery; John L. Sullivan, Assistant Manager, Public Relations Department, San Francisco; John P. Acton, Public Relations Representative, Phoenix; Mary Emrick, Public Relations Department, San Francisco; F. T. Garesche, Public Relations Representative, San Francisco; E. C. Grady, Branch Manager, Sacramento; Ted Huggins, Public Rela-

tions Department, San Francisco; Dave Jones, Public Relations Representative, El Segundo; W. J. Murphy, Public Relations Representative, Los Angeles; W. R. Paxton, Public Relations Representative, Oakland; R. R. Whitaker, Public Relations Representative, Fresno; Barbara Wicks, Public Relations Department, San Francisco.

## Guardsmen Report Shows More Than Two Thousand Youth at Summer Camp

**UNDER THE CHAIRMANSHIP** of Jack McBride, and as a result of the generous contributions of San Franciscans, The Guardsmen, a group of 150 young San Francisco businessmen dedicated to assist the underprivileged children of the city, were able to send 2,243 boys and girls to summer camps this year.

In a report to the people of San Francisco, Guardsmen President Albert E. Schwabacher, Jr., stated that The Guardsmen provided \$47,804.10, which provided camperships for 2,243 youngsters in thirty-nine existing camps.

of the large understanding heart of San Franciscans, as our group is only an instrument for carrying out this much needed public service."

Chairman of the Campership Selection Committee this year was the Honorable Oliver J. Carter, Federal District Judge, and Wal-

commenting on the fact of the wonderful physical improvement noticed in the children on their return from this summer experience.

"Some thirty-six social, welfare, recreation and educational organizations referred children for camperships based upon the need for experiencing the outdoor benefits of camping," Schwabacher said.

Schwabacher stated that he hoped the public would respond with equal generosity to The Guardsmen's Christmas Tree Project that will be conducted again this year.



Talbot Helms, active in Guardsmen's efforts, receives thanks from youngster for wonderful days at camp made possible through unselfish work of this fine organization.

In addition to the two week vacation periods at the established camps where children of all faiths, color and creed have an opportunity to camp and play together under the finest supervision, some 618 youngsters under the age of nine years enjoyed in-town camperships at seven established centers.

"The work of The Guardsmen has expanded this year to almost twice the number of that in 1950," Schwabacher said, "only because

ter H. Sullivan, Jr., served as Chairman of Private Solicitation.

The administration of this project was under the direct supervision of Carroll Pebbles, Secretary to the San Francisco Youth Council. Mr. Pebbles assigned all of the children to the various camps throughout California.

The success of this campership program, sponsored by The Guardsmen, is evident from the large number of letters received from parents and other groups

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## East Bay Chest Officials

Everett D. Howe, associate dean of the University of California's College of Engineering, and Stuart Daggett, professor emeritus of the department of economics, have been named to head the University Division of the East Bay Federation of Community Chests.

They will solicit the 500 university faculty members and employees in the federation's campaign for \$2,038,048 this year.

### SCHOOL BUSES

Regardless of the direction in which a motorist is traveling he must bring his car to a full stop when he meets a school bus that is either loading or unloading passengers along the highway, declares the National Automobile Club. Although children may be irresponsible, the motorist must not be.

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## ARNOLD GOOD CHOICE AS S. F. SUPERVISOR

**BYRON ARNOLD**, prominent San Francisco citizen, appointed Mayor Elmer E. Robinson to fill the unexpired term of James Leo Hally, on the San Francisco Board of Supervisors, has proved in a few short months that the mayor's choice was a happy one. His work on the Board has at-



**BYRON ARNOLD**  
San Francisco Supervisor

tracted much favorable attention and there is no question that his addition to the membership has materially strengthened the personnel of the Board.

He is a candidate at the coming election to retain his office as supervisor and judging by the practically unanimous endorsements that he has received from all endorsing bodies, his choice by the voters seems assured. Certainly the citizenry will make no mistake in casting a favorable ballot for him.

Byron Arnold is no stranger to thousands of San Franciscans. For many years he has been actively associated with business, civic and fraternal organizations in San Francisco. He has served as President and Director of the Barriers Club, and ex-officio governor of the Bar Association of San Francisco.

Extremely active in civic groups, Mr. Arnold has served as a director of the Westwood Highlands Association and a representative to the West of Twin Peaks Council. At present, he is a member of the Board of Governors of the San Francisco Civic League of Improvement Clubs. He is a member of Elks Lodge No. 3, S. F. Bodies of the Scottish Rite, Islam Temple of the Shrine and Press and Union League Club.

Byron Arnold attended San Francisco public schools and studied law at the University of San Francisco, from which he graduated with the Class of 1930. He has practiced law in San Francisco

for more than 20 years.

He is 47 years of age and resides with his family, his wife, Vera, and daughter, June, at 150 Brentwood Avenue, San Francisco.

## NATIONAL AWARD TO COMMITTEE

A national award for community service in fire prevention and conservation activities has been

received by the Fire Prevention Committee of the Oakland Chamber of Commerce.

The award, a citation from the National Fire Waste Council of the United States Chamber of Commerce, was made to G. A. Brelie, Chairman of the Oakland Chamber Committee at a recent committee meeting. Participants in the informal award ceremony were Oakland Fire Chief J. H. Burke, who was praised for his

cooperation with the committee's fire prevention program, and D. A. Silverman, Assistant General Manager of the Oakland Chamber and Secretary of the Committee.

The national honor was bestowed upon the committee for its recently developed program seeking to encourage fire prevention and reduce fire waste in Oakland.

## Hoover Praises Chamber For FBI Rules Reprint

Praise from many quarters for the special page published recently in Bay Region Business titled, "You and The F.B.I." has been climaxed by a letter from J. Edgar Hoover, director, Federal Bureau of Investigation. Mr. Hoover, writing the San Francisco Chamber of Commerce, said:

"I could not let the opportunity pass without expressing my sincere appreciation for your interest in publishing my statement. All of us in the FBI are grateful for your efforts in alerting the members of your association to the need to report information relating to our national defense to the FBI.

"It is through such actions as yours that the FBI is able to perform fully the great responsibilities imposed on us."

Reprinted by the Chamber in cooperation with Mr. Hoover's headquarters and the "Seven Point Committee" of Buffalo, N. Y., the statement was a forthright presentation of ways in which citizens may cooperate in the nationwide drive against subversive elements.

Copies of the statement are available on request at the Chamber.

## NEW C. OF C. CHAIRMEN

New chairmen of the Oakland Chamber of Commerce committees have been announced by President Walter L. Eggert. They are:

Aviation, Fred E. McCormac, district manager, Pacific Mutual Life Insurance Company; new industries, Charles P. Howard, president, Howard Terminals; community betterment, Margaret Garvey, commercial agent, Railway Express Agency; construction industries, Don Durant, Durant Plumbing Company; convention and tourist, Richard Walpole, director East Bay Regional Park District.

Cultural advancement, Dr. W. Paul Reagor, treasurer, Albert Brown Company; domestic trade promotion, Don Marquis; fire prevention, G. A. Brelie, Ansul Chemical Company; highway and freeway, Dudley W. Frost, Port of Oakland; manufacturers, Floyd V. Snodgrass, manager, Nordstrom valve division, Rockwell Manufacturing Company.

## LETTERS TO THE EDITOR

CONGRESS OF THE UNITED STATES  
House of Representatives, Washington, D. C.

Dear Sir:

*My attention was called to a recent article in the PEOPLE'S WORLD, which article only gave part of my stated feeling on the subject of security screening. Enclosed herewith is a letter which I have addressed to the Editor of the PEOPLE'S WORLD so that the record can be kept straight.*

*This communication and the enclosed copy are forwarded to you for your information, and that of your readers.*

*Yours very truly,  
John F. Shelley, M. C.  
5th District California.*

CONGRESS OF THE UNITED STATES  
House of Representatives, Washington, D. C.

October 5, 1951

The Editor  
PEOPLE'S WORLD  
590 Folsom Street  
San Francisco, California

Dear Sir:

*My attention has been called to an article appearing in your periodical entitled "Pickets Carry Fight Against Screening to H. S. Truman," in which you say, and I quote from the article, "Congressman John F. Shelley (D. Calif.) had a different point of view. Interviewed by reporters on his way into the Fairmont to have lunch with the President, Shelley said that he had testified against screening in Washington, before a group of Coast Guard brasses: 'I told them' said Shelley, 'that my record would show I was a member of the Tom Mooney Defense Committee and a member of the board of directors of the California Labor School. What about me? I asked, 'Hell,' they said, 'you'd never work at all.'"*

*This communication is addressed to you so that the record can be set straight. I did not at any time say that I had testified against screening before a group of Coast Guard brass. I voted for Senator Magnuson's bill in the Merchant Marine Committee of the House of Representatives and actively worked for it on the floor of the House. I firmly believe that in the face of the world situation and the efforts of the Kremlin to undermine the existence of established government in this country by pressure and activity, both without and within the country, that every step must be taken to protect this country. I very definitely am of the opinion that communists and those following the communist line must be screened out of any industry or activity contributing to the defense of this country. I know that some injustices have occurred and, human frailty being what it is, are bound to occur. I have made in the past and will continue to make in the future every effort to see that persons loyal to this country are not screened off ships or out of waterfront employment unjustly.*

*In regard to the reference to my former connection with the California Labor School, let's look at the School at a time when many good American citizens felt it could contribute something in an American way to better labor relations; however, I resigned and severed all connections with the school in 1945 when I was convinced the communists had taken it over and were using it as a propaganda medium of their own.*

*Yours very truly,  
John F. Shelley, M. C.  
5th District California.*



J. R. MIXER NAMED  
TO CHAMBER POST

The appointment of Joseph R. Mixer as manager of the domestic trade department of the San Francisco Chamber of Commerce has been announced by chamber officials.

Mixer on accepting the position resigned as secretary manager of the San Francisco Junior Chamber of Commerce, a position he has held since February 1950.

In his new position he succeeds Carroll Snyder, who resigned recently to join a press bureau.

LEGAL AID SOCIETY  
SELECTS OFFICERS

James E. Gallagher, Oakland attorney, is the new president of the Legal Aid Society of Alameda County, a Community Chest agency serving those who cannot afford lawyers' fees, it was announced following the election meeting.

Gallagher succeeded George C. Perkins. Other officers elected include Harold Huovinen, vice-president, and Samuel H. Wagener, secretary.

SHERIFF SUBSTATION  
OPENED OCTOBER 15

The new sheriff's substation in Washington township in southern Alameda county opened October 15.

Sheriff H. P. (Jack) Gleason said activation of the new substation would involve routine transfer of 73 of his personnel. Sheriff's Captain Richard F. Condon heads the new office with a 21-man staff.

The new office divides jurisdiction in southern Alameda county with the Hayward substation, Sheriff Gleason said.

B. OF A. PAMPHLET  
SHOWS CALIFORNIA'S  
RAPID GROWTH RATE

California's rapidly rising position among her sister states has been graphically shown in a multicolored pamphlet just published by the Bank of America.

By a series of graphs, the brochure shows this state's lead in cash farm income over the rest of the nation. It shows how California is second only to New York in retail sales, buying power, population.

The pamphlet points out that California is second to none in auto registration, new construction and rate of increase in new construction.

San Francisco County Jail Offers  
Rehabilitation Program to Inmates

WHEN DANIEL C. MURPHY took over as Sheriff of San Francisco on January 8, 1936, there had been completed the previous year a county jail, on the Sneath Ranch, in a section of San Mateo County, near San Bruno, known as Happy Valley. Because of the limited land area in the City and County of San Francisco there was no place to erect a suitable structure to house men and women sentenced to jail terms for committing misdemeanors. So, with the cooperation of the authorities of San Mateo County, San Francisco purchased 147 acres of the Sneath properties.

Plans were drawn up for the construction of a jail building on this newly acquired land. It was to be a jail that would embody all the necessary facilities for properly housing those unfortunates sentenced for minor crimes, and at the same time furnish something that would serve to rehabilitate those who merited such an effort in their behalf.

So a seven-story building of concrete, the best in the country, was completed. It presented an attractive architectural appearance as its glistening painted form dominated a fertile area of land that offered a chance for employment of the inmates to do some farming. It was air conditioned, each cell having an outside exposure, a radical departure from the established format prevailing in jails of this country from time immemorial. The cells were furnished with the idea of giving the utmost in comfort and convenience. With the building completed there were accommodations for 600 men. An-

other building, two stories high, as attractive in appearance and planned for the same decent treatment for those serving time there, was built to house women prisoners. This building was also air conditioned, with all outside rooms, and equipped with the most modern conveniences. Forty-eight women can be confined there.

When Sheriff Murphy assumed his duties of the office he has held so creditably for the past sixteen years, he was determined to see that it was just more than a place to hold men and women who had to pay for their misdeeds against society by serving a county jail term.

First thing he did was to have the grounds around the two buildings landscaped. Today they present a beautiful picture with their well-kept lawns, many varieties of flowers, trees and shrubs.

Like all city workers—particularly those of Irish ancestry of which Sheriff Murphy is so proud—who hanker to till the soil, the Sheriff saw great possibilities for farming on this great acreage. Not only would it present an opportunity to produce vegetables—the site of the San Francisco jail is located in one of the richest in



DANIEL C. MURPHY, Sheriff  
City and County of San Francisco

soil, within the bay area—but it would afford those put under his care a chance to get some work in the great outdoors. He realizes as do all those having anything to do with housing offenders against our laws that "idle hands are the playgrounds of the Devil." Though he never had any experience in producing any crops from the soil of the land, he did possess the natural ability to approach the idea with a determination to make a success of the undertaking.

Today, there are 45 acres devoted to raising celery, tomatoes, potatoes, turnips, carrots, lettuce, squash, leeks, onions, spinach, corn, beans, rutabagas and cabbage. From the latter a great quantity of sauerkraut is processed.

Over 200,000 pounds of these various crops are produced annually and 10,000 pounds of potatoes.

From this farm come all the necessary vegetables to supply all the prisoners of the two jails located there and County Jail No. 1 in San Francisco, as well as the men and women charged with caring for these institutions.

There is, of course, a surplus from these 45 acres, and the surplus goes to the San Francisco County Hospital and the Laguna Honda Home.

In addition to the vegetables from 50 to 100 hogs are raised each year.

While the work of caring for all these crops is done by prisoners, under the supervision of a gardener.

(Continued on next page)

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## SHERIFF MURPHY

(Continued from Page 21)

er and three civil service farmers, Sheriff Murphy takes great pleasure in giving this agricultural project his personal attention. He spends a lot of time on the farm. He has seen how it has changed the attitude of many a man who comes into the jail dejected, downcast and discouraged about his future. With his labor in the soil, under kindly treatment, many an inmate has gotten a new slant on life as he toiled in the open. It has surely been a great successful experiment in the rehabilitation of a lot of men under court sentence. Of course, all do not profit from this great experience, for there is nothing that can boast a record of perfection. A baseball player who bats .400 is indeed considered an outstanding player. Sheriff Murphy and his system presents a higher percentage of success.

Then too, there is another activity that affords desirable employment for those who would change their ways.

Working with the District Council Number 7 of the Associated Sportsmen of California, the jail farm takes from State Fish and Game Commission's game farm at Yountville, newly hatched pheasants, which are raised to maturity for liberation on various hunting areas of the state. Some 800 of these great upland game birds are brought to maturity annually.

But Sheriff Murphy's interest in his charges does not stop with his agricultural endeavors. He and his Undersheriff William V. Hollingbery have done wonders for all who have been incarcerated at the farm, and particularly those who cannot do physical labor.

Just now they are in the midst of a new experiment that has the encouragement of many men and women engaged in law enforcement, including Judges, District Attorneys, Sheriffs, Chiefs of Police, as well as a lot of laymen interested in doing something constructive for the unfortunates who have succumbed to strong drink.

Many of the men sent to the jail farm are there for chronic alcoholism. Far back in the past it has been the practice to hold these men for a given term, turn them loose and get them back at too frequent intervals. Nothing was done to try and turn them from their craving for intoxicants. Now they are sent to jail under a no set term, but with the understanding they will yield to the treatment provided by experienced and capable men, to bring them back to a point where they will no longer be picked up as drunks.

Under the course of treatment given by men of great interest, under the direction of a medical expert, Dr. J. R. Louri, head of

the Alcoholic Clinic, victims of alcohol are sent to the San Bruno jail under a 90-day sentence less one day, so they can be released before the three months are up if their progress of improvement warrants such action. They are treated as sick men instead of just drunken bums.

There are accommodations for 30 men at the Clinic, and so successful has been the trial that during the first two months of its operation 35 men were released, and 16 of them have made good. It is now several months since the innovation started. The percentage of those who have entered a useful life is nearly 50 percent, indicating that we seem to be on the right track of salvaging many of the 50,000 arrested annually for drunkenness in San Francisco.

What does Sheriff Murphy and Undersheriff Hollingbery do besides seeing that all medical help available and the utmost in care is given each man sent to undergo the treatment?

Well, they do plenty. They arrange to see that when a man comes out of their fog clouded stupor they are given an opportunity to improve themselves mentally and physically.

Under competent teachers from the San Francisco schools the men are given instruction in civics, public speaking, languages and other appropriate subjects. The course runs from Monday through Friday, and two hours a day is given each of the important subjects. There are special courses to fit the ability of each and every man, and it is truly warming to see how many, who participate in these courses, respond to their opportunity. The courses are well attended and interest grows as they progress.

Alcoholics Anonymous take great interest in these unfortunate men. This great humane organization is doing wonderful work in giving encouragement to those who have fallen by the wayside. It sends competent speakers who give interesting lectures every Saturday.

The Red Cross also sends speakers who address the men on various phases of the work this great body has for people of their circumstances. The Red Cross also visits the women prisoners and gives constructive instructions on child care and other domestic duties.

When a man is ready for release Sheriff Murphy and his chief aides help him get a job, find a place for him to stay and see that he has the necessary clothing.

Another feature in effect at the jail is the approach to venereal diseases. Here will be found the only blood room in any county jail in the United States. In charge is a doctor from the San Francisco

Board of Health who takes blood from any prisoner desiring a test. It is surprising how many cases of syphilis have been revealed. In many cases the man did not know he had this devastating disease—it being hereditary. Lectures on the disease are given and treatment is offered for this awful social ailment. The record of the men who have taken the treatment, effecting a cure is truly remarkable, and they leave the farm free from a disease that would have wound up their lives as raving maniacs.

The San Bruno jail and farm has a force of 40 men managing the area. They are under the direction of three captains, who are:

Paul Anderson, Thomas Burns, and Charles Cunningham.

The women's quarters are in charge of Chief Matron Rita Bernell, who has six assistants.

All of these attaches know and perform well their duties and are well aware of the responsibilities which is theirs in the work of salvaging those who are put under their care.

It is not only a tribute to Sheriff Murphy, but something the people of San Francisco can be mighty proud of, that the jail and farms has the highest rating for management, arrangements and accommodations, from all federal, state and local agencies having to do with the inspection of jails and prisons.

The State Legislature Interim Committee investigating prisons and jails of California has emphatically gone on record by declaring the County Jails and their management, in San Francisco are a pattern for all other counties to follow:

Sheriff Murphy came up the hard way. One of a large family, denied, because of financial circumstances of his parents, the chance to get the college education he so much desired, he had to get out at an early age to help his family meet their needs. He became an apprentice web pressman and on going his journeyman rating he soon became noted as one of the best to handle these gigantic presses that turn out millions of copies per day of our metropolitan daily newspapers. He mastered all the intricate details of his chosen work and was a pioneer in giving perfection of color work, so common nowadays on all metropolitan papers.

He used his spare time in improving his education, and because of his capacity for assimilating worthwhile knowledge, by reading and observations he became an important factor in the labor movement, not only in his native city but throughout all of California, and his ability and attainments were not unknown through other sections of the nation. He served

as president of the Web Pressman's Union, the San Francisco Labor Council and the State Federation of Labor, and he had a big part in getting the working conditions, the salaries and recognition that all working people enjoy in this state today.

He has brought into play in the administration of the important office of Sheriff for the City and County of San Francisco, his experience gained in his many previous activities, and coupled with his great humaneness, his keen understanding of the problems of his fellowmen, his interest in the progress of San Francisco and his ability as a public speaker, he has been a great credit to the City by the Golden Gate as well as the State of California.

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# Civic Center May Get World's Largest Garage

First plans for the biggest underground garage in the world, under Civic Center Plaza, have been given to the Parking Authority by Fred W. Moe, president of the Ramp Building Corp., of New York.

The plans call for three underground levels with a total of 2,075 car spaces at a cost of \$5,780,000.

To do the job, the whole plaza surface would have to be torn up and replaced later for \$200,000. Unlike Union Square, the plaza

surface would not be raised, though sidewalks would be curved inward and lifted slightly to clear the in-out ramps.

There would be two ramps on McAllister Street, two more on Grove Street. Underground tunnels would link the garage to the City Hall and Civic Auditorium.

The plans provide for plenty of auto waiting space inside the garage — eliminating the kind of street lineups that now plague Union Square Garage. Drivers would park their own cars.

# Wildcat Aqueduct Contract Awarded

Award of a \$85,845 contract to McGuire and Hester of Oakland for realignment of 625 feet of the Wildcat Aqueduct in Berkeley has been announced by the East Bay Municipal Utility District.

Relocating the aqueduct, one of the main distribution lines serving El Cerrito, Richmond and San Pablo, is made necessary by the projected construction of the new State department of health building which will close off Walnut Street below Oxford between Hearst Avenue and Berkeley Way.

# Police Aide Resigns

Emil Trinny, 3521 Garvin Avenue, Richmond, a former captain in the United States Merchant Marine who became director of personnel for the Richmond Police Department, has announced his resignation from the department to return to the Merchant Marine. He was given a farewell banquet by fellow officers.

# Wharf Extension

Plans to extend the Union Oil Company's Oleum wharf and to dredge an adjoining area in San Pablo Bay at Davis Point has been announced by Herb Hemmen, refinery superintendent. The work, scheduled to be started immediately, is to be completed by February at a cost of \$250,000.

# Passenger Record

California Central Airlines set a new high passenger load company record during the Labor Day week-end by flying 2,523 passengers a total of 940,951 passenger-miles between San Francisco, Oakland, Burbank, Los Angeles and San Diego, according to C. C. Sherman, president of the line.

# Postal Official Retires

Dennis J. Shaw, for many years superintendent of stations and mails for the Richmond post office, announced his retirement. Shaw first entered the postal service at Alva, Oklahoma, in 1906.

# UNIFORM PLUMBING CODE URGED FOR EAST BAY CITIES

Adoption of a uniform plumbing code in all East Bay cities was urged by the Construction Industries Committee of the Oakland Chamber of Commerce at a recent meeting with building officials. Harry Brouna, Chairman of the committee, presided.

The uniform code was adopted by the City of Oakland following its proposal two years ago, and consideration is being given to it by other communities and by the County of Alameda for the unincorporated areas.

Building officials point to uniformity as advantageous to inspection departments, while the construction industry welcomes the savings which it can pass on by the elimination of different or special requirements between adjacent cities, Bruno stated. At present, builders, architects and engineers must constantly study code changes in every community in order to insure compliance. Familiarity with the provisions of a single, uniform code would speed up the work and result in lower costs, he said.

The Oakland Chamber's Plumbing Code committee is headed by Don Durant, and includes: Marcus Carlson, Harry K. Jensen, Milton Kitchel, Raymond G. Willis, Hugh M. O'Neil, Malcolm Reynolds, Ernest G. Kramm, Colin Campbell, Harry Cobden, Ed Morrill, L. W. Sweeney, Sam Terry and Chet Williams.

The Uniform Plumbing Code has been adopted by the Western Plumbing Officials Association.

# Cow Palace Board

J. W. Mailliard III, San Francisco sales manager, was named October 16 by Governor Earl Warren as a director of the 1-A District Agricultural Association, which operates the Cow Palace. Mailliard succeeds the late Henry F. Budde.

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**HARRY E. LLOYD**

(Continued from page 6)

early '30s and has been going on ever since. There are some who believe it never will be finished, such is the future of aviation, as they see it.

The way the airport was developed showed considerable imagination and little regard for the problem of moving dirt or spending money for a deficit and subsidized utility.

The first airport was located on the tide lands of the Bay near San Bruno. As planes grew larger and traffic greater, the terminal had to be made larger.

**EXPANSION**

Because it was impractical to expand the airport westward toward the Skyline Hills, the city planners and engineers did the obviously simple but stupendous thing of extending the field into the Bay.

B. M. (Mike) Doolin, the airport manager probably was the man who had the idea but it was Lloyd and the other engineers who told him how to do it. They merely planned and made sure the contractors carried out the task of moving a mountain into the sea. Now the airport is the most efficient civilian air terminal on the Pacific Coast and just about finished with the administration building under construction. Doolin, however, isn't about to enjoy a sense of accomplishment.

With the Airport out of the way, Lloyd was assigned to the development of the final phases of the Cherry Valley project of the Hetch Hetchy System. Final, that is, for the time being.

**EXPLOITATION**

This exploitation of another of the city's water rights in the Toulumne River watershed of the Yosemite country was envisioned as far back as 1913 but nothing much had been done about it for a number of years because San Francisco did not need the water at the moment.

The original Hetch Hetchy plan called for the construction of three major reservoirs. The ultimate goal was to provide the city with 400,000,000 gallons of water a day, with the demand projected almost a century into the future.

These reservoirs were the O'Shaughnessy Dam, the Lake Eleanor Dam, and construction of the Cherry Valley Dam.

O'Shaughnessy and the basic Eleanor Dam were built. These could supply sufficient water for the demands of San Francisco of 1932 which received about 63,000,000 gallons of water per day.

As the demand was not greater than the amount available, the engineers did not immediately

spend more money to develop the potential resources. They built no unnecessary dams or pipelines. But when they drove the Coast Range tunnels, they made them of sufficient size to handle the ultimate capacity of the system.

This was necessary, Lloyd explains somewhat dryly, because it would be difficult to enlarge a tunnel, "especially when the water is running through it." The remainder of the project was undertaken on an installment basis. An example was one pipe line across the valley and the current installation of another. The original right of way obtained can accommodate more.

By 1940, the increase of San Francisco's water using population—which includes industrial plants both in the city and on the Peninsula—indicated that the time was not far off as planners think for construction of the Cherry Valley Dam.

This involved a triple play. The Federal government, through its Corps of Army Engineers who are concerned with flood control, had an interest in the project. So did the farmers who depended on the water of the Turlock and Modesto Irrigation Districts. The third member of the team was the City of San Francisco.

**ASTONISHMENT**

Much to the astonishment of those who think about such things, the three parties got together, pooled their resources and divided up the water to meet their demands.

As a consequence, the City is building a \$13,000,000 Cherry Valley Dam. But the federal government is contributing \$9,000,000 toward the cost. The water rights of the irrigation districts are protected. It seems that everyone is happy.

(Continued on next page)

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Naturally, all this did not materialize overnight. There was considerable work to be done in the field of negotiations and consultation and Lloyd took a major part in the talks. He might have been the catalytic agent in Sacramento and Washington that made the experiment successful.

The Cherry Valley project is not finished although the city will be receiving more than the 135,000,000 gallons of water it now consumes daily. In fact, the Hetch Hetchy project never will be finished—as long as San Francisco and the Peninsula areas continue to increase in industrial strength and population.

CONTINUALLY

That is why Lloyd and his engineers continually are peering into the fog of the future and planning work that may not be undertaken for ten or even twenty years.

So far, in this planning, the Bureau has guessed correctly. The Cherry Valley Dam was first considered in 1913. The active planning for the job got underway seriously in 1940. The bond issue for the construction was not submitted to the voters until 1949. And it may be several years before the work is completed. But then, when the demand for water requires the production, it will be available.

The expenditures involved, counted in millions, are made because the engineers have estimated correctly the needs of the next generation and have charted with a surprisingly small degree of inaccuracy the economic and industrial growth of the region. Right now they are considering the water needs of San Francisco for 1975.

DEVELOPMENT

The development of the Hetch Hetchy system has done more than merely provide water for San Francisco. It also has resulted in the establishment of a partnership between the city and the farming areas of the San Joaquin Valley through association with the Turlock and Modesto irrigation districts.

When development of the city's water resources began, the members of the irrigation districts didn't trust the city slicker who came into their midst. They had a field day filing suits for damages with the contention their rights had been impaired and they had been robbed of their most valuable farming possession, the water required by the crops.

But years of patient work, understanding, and practice of the theory that it is best to give a little and take a little, virtually have eliminated this difficulty and

now everyone is working on the same team toward the same goal—water for everyone.

Throughout the years, Lloyd has been on the city's team that won this victory. From his work he has developed a cosmopolitan attitude that is typical of the truly matured individual.

Now when he tackles a problem he is not working exclusively for the benefit of San Francisco; he is working for the benefit of the region. He does this because he knows that what benefits all parts of the whole will benefit a single unit or segment of that whole.

As head of his department he does not intend to make any changes in the system of operation. He believes the policies established during the years of administration of his predecessors are the most efficient. He intends to continue them.

One of them is making sure that there is someone around to replace him when he reaches the retirement age. The department always seems to be at least three deep in every position and all the promotions are made from the ranks.

NECESSITY

This, probably is a necessity. While the job of bureau chief pays a respectable salary, its responsibilities are so complex and great that it probably has frightened away those who might wish to acquire it as a reward for political service.

It would take them a number of years to understand all the factors of successful and continued administration involved. Circumstances does not permit this apprenticeship for the work goes on continually. Consequently, the job has to be given to an individual who learned the rules over the years and had a hand in making them.

It is natural that an experienced diplomatic engineer of Lloyd's ability would have had offers from private industry during his career. But he has chosen to remain in civil service for a simple reason: he believes it offers him a greater chance for satisfaction in practice of his profession and also offers him the greatest security.

The engineer who enters private industry, he believes, and makes a lot of money finds himself doing more work as a financier and less work as an engineer as his income increases. He does not have any particular desire to spend his time with financial statements rather than blueprints.

"A man has to live with himself," he says, "and he also must have some sense of real accomplishment. That is what I have."

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**WHIT HENRY**

(Continued from page 3)

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Those excerpts will give you some idea of the Marie Kruse Nurseries. They are in Illinois and, believe it or not, in the town of Bloomington!

**ALL SAN FRANCISCANS** know where Contra Costa is. But how many are aware of its meaning. Literally it means opposite coast. Originally, this name was applied to the entire shore of San Francisco Bay opposite the Pen-

insula. Alameda is derived from Alamo meaning poplar or cottonwood. Alameda was first called Encinal which means oak grove.

**SAN FRANCISCO HAS** many many retired world's champions of various sports living here. One of them is Welker Cochrane, who has held many billiard titles and has retired undefeated. Next Spring he is going to promote a world's championship three cushion billiard tournament at his billiard parlor at 924 Market St. The eyes of the billiard world will be focussed on San Francisco at that time. All of the great stars of the cloth-covered tables will be here;

there is also the possibility that, for the first time in international competition, a woman will be in contention. She is a Japanese, and from reports, she is as good as any of the current professionals. Billiards is a beautiful game to watch, and it is hoped that Mr. Cochrane will produce a first class entertainment.

**AN INTERESTING SPOT** to visit that is not too distant is the Pinnacles National Monument which is about 35 miles south of Hollister. It is an area rich in colorful rock spires, crags, and other points of sharp relief rising in elevations of less than 1,000 feet to 3,000 feet at top of Chalone Peak. Wildlife abounds in the area and more than 200 species of wild flowers find their natural habitat within the Monument. This rugged landmark reportedly attracted Captain George Vancouver in 1794 while he was exploring the interior from Monterey Bay, where his ships were anchored. David Starr Jordan visited the area frequently and was instrumental in its selection as a monument. Tiburcio Vasquez, a daring and notorious bandit, is credited with finding refuge among the caves and crags of the Pinnacles in the latter part of the nineteenth century, before being finally brought to justice.

The Pinnacles National Monument was first set aside January 16, 1908, by President Theodore Roosevelt, and subsequently enlarged until it now comprises approximately 14,500 acres. There are attractive picnic grounds available. It is a good idea to take along a strong flashlight to use while exploring the caves of the region.

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(See story on Page 5)

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## Around and About

By WHIT HENRY

ONE OF SAN FRANCISCO'S finer Chinese restaurants is the Kuo Wah, on Grant Avenue. The Kuo Wah is unique in that it has two sections, one of which is a coffee shop where only American food is served. In the other section Chinese food is served. But—most of the patrons buying American food are Chinese while the majority of people eating the Oriental dishes are Caucasians. Just another reason why there is no more fascinating city in America than San Francisco.

items. Here is a quotations from the organization's annual report. "Based on sound business practices (Continued on next page)

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A PRAISEWORTHY ORGANIZATION in San Francisco is the Goodwill Industries on Howard Street. If you have any articles you no longer need that are useable or can be repaired and made useable, telephone the Goodwill Industries at DOuglas 2-0779 and they will pick up your salvageable



and principles, plus practical religion, Goodwill Industries has been a living force for good in the lives of all its workers. The progress toward more abundant living can never be tabulated in statistics—some of it is in the realm of the intangible, the spiritual. Much of it revolves around what happens to a person once he becomes a part of the associations and united efforts that make up our Goodwill Industries. Interwoven among the cold official figures is the heart-warming story of human lives made purposeful and productive despite the burden of physical handicaps.”

Don’t forget the Goodwill telephone number, DOuglas 2-0779. They need your contributions.

\* \* \*

IN THIS AGE of speed it is interesting to note that man with his jet planes still hasn’t equalled the speed record of an insect, the deer bat fly. A speed of 400 yards per second or 818 miles an hour has been recorded for the male of the species. The “Saber Jet,” the fastest plane man has yet developed, has reached a speed of 670 miles per hour. The hunting leopard or cheetah is supposed to be the fastest animal for a short distance and can run a hundred yards at a speed of 70 miles an hour.

\* \* \*


THE HOUSE NUMBERING SYSTEM in San Francisco should be revised. In some sections of the city the numbers grow larger going north while out in the avenues the reverse holds true. Why shouldn’t all blocks between Mason and Taylor have the same hundred series? Or why shouldn’t the 900 block on Mission Street compare with the 900 block on Townsend? A scientific analysis should not be too difficult and the benefits to be derived from renumbering the houses properly are obvious.

\* \* \*

NOT FAR FROM SAN FRANCISCO is the town of Antioch. Antioch’s first settlers were twin brothers, Joseph H. and W. W. Smith, both carpenters and ordained ministers. The Smiths, with their families, arrived there from Boston on the schooner Rialto in July 1849 and took up quarter-sections of land. In September, 1850, W. W. Smith induced a shipload of New England families arriving from Maine to settle there. He gave each family a lot on which to build a home. At a Fourth of July picnic in 1851, the question of naming the town arose. Smith suggested a Biblical name in honor of his brother who had died. The name of Antioch (Syria) where Christ’s followers were first called Christians, was adopted unanimously.

\* \* \*

VISITORS IN ST. LOUIS, MISSOURI, are always impressed with the speed and efficiency of the public transportation system,



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which, like San Francisco, utilizes both street cars and buses. The time taken to load the carriers is cut to a minimum because practically all patrons use weekly passes, of which there are two kinds. One is good at all times of the day or night for a week. The other is good only during the non-peak hours and is used mainly by women shoppers. Can’t the Municipal Railway at least give the St. Louis pass system a fair trial? It might even lure many auto drivers back to using the public transportation system. After all, isn’t that what the management is trying to do?

\* \* \*

*A horse and a flea  
And three little mice,  
Were in a corner  
Shooting dice.  
The horse fell over  
Upon the flea  
And the flea cried out,  
“That’s a horse on me!”*

\* \* \*

HELP THE POSTAL department by mailing your Christmas parcels early.

\* \* \*

AND AS 1951 DRAWS TO A CLOSE I tender my sincere thanks to the readers of this column for the many kind words given to me during the year, the assistance through contributions and otherwise and the new friendships created through these printed words.

I wish all of you a Merry Christmas and a Happy New Year.

—Whit Henry.

Seventy per cent of the area of San Francisco Bay is less than 18 feet deep.

Fernbridge, in Humboldt County, is the northern terminus of the Shore Highway, State Route 1.

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## Oakland Park Superintendent Heads American Institute

**WILLIAM PENN MOTT, JR.**, Oakland's superintendent of parks, was elected president of the American Institute of Park Executives at the recent annual meeting in Miami, Florida.

Mott served this national professional organization of park and recreation executives as vice president and chairman of the membership committee last year. Prior to that time he served as chairman of the horticulture committee and has long been active in advocating the development of a plant exchange program among park departments of the United States and Canada; the establishment of a horticultural symposium in the Institute's monthly publication, "Parks and Recreation," and a horticultural display at each national convention indicating the variety and scope of plant materials used in parks throughout the country. Through his work as an executive board member of the American Institute of Park Executives, whose membership totals 1500, he has brought national recognition to Oakland's park system.

Mott returned to Oakland by way of Chicago, where the American Institute of Park Executives maintains offices at 30 North La-Salle Street.



**WILLIAM PENN MOTT, JR.**  
Supt. Oakland Park System

all-time high, and an increase of 31 per cent in a year. This means, he said, enrollment at primary schools, already bulging, will continue to increase during the next few years.

Half-day programs, now in effect in many school districts in California, would enable some students to attend only morning classes and others only afternoon classes.

## S. F. WILL HOST BEGONIA GROWERS

San Francisco will be host to the national convention of the American Begonia Society, August 30 through September 1, 1952, the first time the begonia enthusiasts of the nation have so honored the Bay City.

The San Francisco branch of the Society, with the co-operation of other northern California branches, will be in charge of staging the convention, under the direction of Carl F. Meyer, general manager.

Initial plans call for a flower show including an exhibition of other shade-tolerant plants and new horticultural developments by amateur and professional growers.

## HALF-DAY SESSIONS FOR S. F. SCHOOLS IN PROSPECT

The possibility that San Francisco schools may adopt half-day sessions loomed here this week.

School Supt. Herbert C. Clish told the Board of Education such a plan may have to be adopted in some of the city's elementary schools next year, unless school building restrictions ease up.

Clish based his statement on a report that the city's kindergarten enrollment has reached 8,030, an

## CANCO SHIFTS PLANT MANAGERS

L. E. Davis, formerly manager of the American Can Company's plant in Sacramento, has been appointed plant manager of Canco's Pacific Factory at San Francisco, announced C. W. Roberts, Pacific Division vice president. Mr. Davis replaces G. A. Kamena who has been named manager of the company's Sacramento plant.

Mr. Davis will now be responsible for the company's large Pacific factory operations here, where containers for coffee, beer, paint, spices, milk and other products are manufactured. He had been manager of the Sacramento plant since 1947 and was formerly assistant plant manager of that Canco unit since 1943.

## Contra Costa Quicksilver

One of Contra Costa County's oldest quicksilver mines, on the slopes of Mt. Diablo near Clayton, is to be reactivated, according to papers filed at the court house at Martinez.

The Mt. Diablo Quicksilver Co., Ltd., which leased the property from the Bradley Company of San Francisco, already has engineers at work it is reported.

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# CHARLES D. MILLER

## Gen. Mgr., Municipal Railway City and County of San Francisco

By WILLIAM FLYNN  
Special Writer — The Record

CHARLES DICK MILLER is a very competent individual. Also, he is philosophically intelligent. If he wasn't, he probably would be the most involved skein of frustrations ever investigated by a dream doctor.

Miller is General Manager of the San Francisco Municipal Railway, that great institution of public service that is owned by everyone and used by too few.

As operating administrator of this utility, Miller has all the responsibility and none of the fundamental authority. Consequently, no matter what he does, he should have done something else.

How he manages to stand the stresses and strains of his job is a problem in human adjustment. He apparently does the best he can, stays in there getting a hit now and then and when the game is over, he doesn't waste time re-playing it. He also knows that the "saddest words of tongue or pen are, it might have been."

**BECAME CHIEF**

Miller, who has worked all his life trying to provide swift, safe, and economical transportation for the citizens of San Francisco, became General Manager of the Municipal Railway on August 1, 1951.

He succeeded William Scott, who went to bat because he was one who could strike a trial balance on the first three attempts when he was the boss figure man under Utilities Manager E. G. Cahill. That was in the days when the Municipal Railway was a public service that showed a profit and not a political football for everyone to kick around.

**MILLER'S JOB**

Here is the official blue print of Miller's job:

"General Manager, Municipal Railway Bureau:

"Subject to administrative approval:

"Plans and directs the operation of the unified municipal street railway system:

"The acquisition, maintenance and reconstruction of plant and equipment for transportation serv-

ice, including rolling stock, power distributing systems, street car mechanical cables, cable winding machinery, electric power converting sub-stations, structures and buildings, etc.;

"The maintenance of all cost, accounting and other records;

"Makes investigations and prepares reports relating to the choice of the type of equipment to be used on the various lines and outlines specifications therefor;

"Develops policies to improve service or promote economy;

"And performs related duties as required."

At first reading, this might be understood to mean that Miller has the authority to operate the Municipal Railway in a manner which will provide the most efficient and economical service.

**ERRONEOUS**

That assumption is in error. The first four words—"subject to administrative approval"—of the job description must be considered. They strip him of all fundamental authority, and responsibility must be accompanied by authority or the whole is incomplete.

Working up the ladder of this "administrative approval," we find Miller has these bosses:

The Utilities Manager—at the moment James H. Turner, a careerist in city government who has survived four years of the administration of Mayor Elmer E. Robinson.

Five members of the Utilities Commission, none of whom, by the most wierd flight of imagination

could be considered a professional master of transportation.

The Mayor of San Francisco—currently Elmer E. Robinson.

Eleven members of the Board of Supervisors. With some exceptions these office holders of recent years have been the price the citizens must pay for democracy as far as contributing anything to the welfare of the Municipal Railway is concerned.

Excluding Turner, who works for a living, too, and serves at the pleasure of the Commissioners, none of these individuals could get "A" for effort if they tried to change a bus tire. Consequently, it is questionable if they know how to run several hundred buses, more trolley buses, street cars, to say nothing of the California Street Cable Railway that is an antique of another age that at best should be given a decent burial.

**INDIVIDUALS**

But these individuals have the authority. They can reject Miller's professional recommendations if they desire to do so. Their reasons may be logical if they are lucky; more frequently they are illogical. But, regardless of this, he is expected to operate the property in a manner comparable with the professional achievements of the Standard Oil Company of Cali-



CHARLES D. MILLER  
Gen. Mgr., Municipal Railway  
City and County of San Francisco

fornia or the United States Steel Corporation.

Because he is a philosophical individual, Miller goes about his business, within the restrictions imposed on him, to do a job that is surprising in its success.

This is understandable when it is considered that he has spent all his adult life and some of the years of his youth working on the railroad. In fact, the first plaything of his childhood that he remembers was a discarded brake shoe.

Charles Dick Miller was born near the now non-existent car barn at Tenth and Howard Streets on (Continued on next page)



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## CHARLES DICK MILLER, General Manager

(Continued from Page 5)

February 14, 1890, the son of Jacob and Melissa Miller. His father was a shirt-sleeve wheel with the Omnibus Railway of San Francisco, one of those transportation companies that formed the historical link between the horse cars and those propelled by other means of locomotion.

When Miller finished Mission High School, it was natural for him to find a job on the railroad.

It wasn't hard for him to latch onto a payroll. He had "connections" and individuals who didn't want to start at the top and stay there were in demand.

The time was 1907. San Francisco was rebuilding after the fire and earthquake of 1906. Miller became a repairman for one of the companies that eventually was merged into the Market Street Railway, the last of the major privately owned companies to operate in San Francisco.

### PROGRESSED

During the years he went through the chairs, for the Market Street Railway was interested only in ability that could make it a profit. He was night foreman, day foreman, general foreman, assistant superintendent of equipment, superintendent of automotive equipment, superintendent of equipment. Then, on September 29, 1944, he found himself a civil servant, working for the Municipal Railway.

What had happened in the meantime, since he took his first job, was this:

The privately owned transportation companies became unpopular in San Francisco as the result of their policies which included some disregard for labor that promoted historic strikes in San Francisco.

When the 1915 Panama-Pacific Exposition was abuilding to give the city the Marina district, the militant labor organizations of San Francisco did not approve of the plans of the privately owned companies to provide transportation to the job-making Exposition site.

### TRANSPORTATION

Using their political power, the labor organizations put the city into the transportation business through establishment of the Municipal Railway.

During the first year of operation, 1912-13, the Municipal Railway carried 9,723,177 passengers and rolled up mileages that totaled 1,300,869.

The peak of the individualistic Municipal Railway traffic occurred during the last year of unconsolidated operation, 1943-44. Passengers totalled 167,348,356, with the mileage 12,100,522.

The consolidated system's best year of operation as far as passengers was concerned was 1945-46 when the number of patrons totaled 326,007,393. The mileage record was set in 1949-50 with a total of 31,193,678.

With gains so small they hardly were noticed, the Municipal Railway, after its start, made gains while the private companies, consolidated and now known as the Market Street Railway, lost ground.

### APPARENT

These gains and losses became more and more apparent. Their rate increased when the Utilities Commission obtained a manager who had just a little more toughness, ability, and determination than the private company administrators.

This individual was Edward G. Cahill, who still growls and snarls and helps accomplish great deeds as a contractor, from a Sansome Street office.

Cahill is smart. He can not only add two and two and get four but he can split the digits into fractions and still come up with four without the use of a slide rule. He is tough, when he has to be. And he is honest. He had no mental reservations when he took his oath of office and accepted the charter assignment to promote the development of the city's utilities.

### EVENTUALLY

Eventually, with the Municipal Railway making a profit, the public accepted the sales talk that the Market Street Railway was a "bunch of junk." It was. Mayor Roger Dearborn Lapham convinced the voters they should purchase the privately owned system, consolidate what wasn't junk with the successful Municipal Railway and ride to glory in the cars—and even get to work on time.

It was this acquisition that gave Miller the status of a civil servant. The purchase contract provided that the city should take over the employees of the Market Street Railway and when the purchase was completed, Miller, one of the top operating executives of the Market Street Railway, went along for the ride.

He took his title with him and was "Superintendent of Equipment." He shared the work with a Municipal Railway veteran who was "Superintendent of Equipment and Overhead Lines."

When the "Muni" man retired several years ago, his title was forgotten and Miller again was head man of equipment. When Scott retired, Miller was recommended for

(Continued on Page 22)



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## OUR GROWING PROBLEM OF WATER SUPPLY

Remarks by

JOSEPH D. DeCOSTA, Vice Chairman

California Section, American Waterworks Association, East  
Bay Municipal Utilities District, Oakland, at Western premier  
of "Pipeline to the Clouds," Fairmont Hotel, October 25, 1951

**WARFARE** IN ITS MODERN FORMS can entirely alter the habits and growth of a nation. Relatively few people realize, however, that fully as important to a nation's way of life is an adequate supply of water. If potable water is not available, stifling or even strangulation of the growth of communities can occur in a manner fully as effective as by bombing. This situation has made the water works men of this country fully aware of the mounting need for quick, effective action to produce additional water supplies.

### EQUALLY AWARE

These men are equally aware of the shoeing methods of operation which are imposed upon some of their daily requirements. Such obstacles reflect no lack of forethought by those in the water works industry, but may be traced directly to a few underlying factors: (a) The apathy exhibited by the average citizen toward the problem; (b) Lack of funds to construct adequate water works, and (c) Insufficient revenue from the sale of water. All three factors are closely linked, stemming as they do from a widespread failure to understand the danger that confronts us. Our biggest battle is against this tendency not to "miss the water until the well runs dry."

It is a matter of record that in the past two decades a number of areas and communities have been threatened with water shortages. The frequently-repeated items appearing in the public press and technical magazines are clear evidence that the problem is still with us.

### WATER SHORTAGE

In addition to the areas which know they can be faced with the black threat of water shortage at any moment, there are still others that are running a frantic race against time to forestall outgrowing their water supply. Still farther in the background are those areas now blessed with abundant water, where resources will be repeatedly outstripped by rapidly increasing populations. Demands of higher standards of living, new industries, and many other causes are complicating the problem even more.

When the early settlers came to this country, they usually had no difficulty in locating a place where water was available both for transportation and for drinking. Later, communities were situated at points where water power was available. Still later, and more particularly during the present century, people have settled where potable water supplies could be obtained.

In the early days, there was no question but that adequate water

could be found. As people became more and more conscious of the quality of water in relation to general health, a reaching out to upland supplies became the favored method of dealing with the problem. In many areas today, this method has reached the economical limit. Further expansion can only take place at a very great increase in cost.

### WATER AVAILABLE

Water available for public supply is not inexhaustible. But intelligent use and proper conservation will guarantee its adequacy for a great many years. It is time, nevertheless, to look to the future . . . to plan, not 10 years, nor 15, nor 25, but 50 years in advance. If this is not done, the growth of some of our largest communities will be stifled, and an entire rearrangement of population centers will have to take place regardless of whether or not it is convenient to the masses of people affected.

The American Water Works Association has been in existence for nearly three quarters of a century. Its members have been continually asking for support for projects which, if consummated only in part, would go a long way toward assuring an adequate supply of potable water at all times. But we were a voice crying out in the wilderness. It is, therefore, particularly gratifying now to the members of our profession to find a new and powerful ally in the General Electric Company, which is mustering its technical know-how and its sense of responsibility behind a program to awaken America to this ever present need.

For without water, nations and civilizations are doomed. This is forcibly illustrated in the case of the Incas and the Pueblo Indians, two races believed to have disappeared more through the effects of drought than through any other cause.

Conversely, in ancient days, Athens became a great city only after its water supply became adequate. The same is true, and to an even greater extent, in the case of ancient Rome.

In most instances where cities



JOSEPH D. DE COSTA, of Normandy Lane, Orinda, manager of the Distribution Division for the East Bay Municipal Utility District, has been elected Chairman of the California Section, American Water Works Association, it has been announced. The election of officers took place at the close of the AWWA meet at the Fairmont Hotel in San Francisco.

Laurance A. Goit, Aqueduct Engineer with the Los Angeles Department of Water and Power, was elected vice-chairman of the California Section.

John W. McFarland, EBMUD General Manager, was elected vice-chairman of the Business Management Division, and Blair I. Burnson, Supervising Sanitary Engineer of the Utility District, was elected chairman of the Purification Division.

Pasadena was chosen as the 1952 conference city for the Water Works group, with a one-day spring session to be held during April at the Ahwahnee Hotel in Yosemite.

have been attacked and have fallen, the capitulation or defeat usually took place after the water supply had been cut off or destroyed. Modern-day examples of this may be readily found in the fall of Singapore, Hongkong, Madrid and Berlin.

### DROUGHT CONDITIONS

The drought conditions that existed in the New York City metropolitan area and in northeastern New Jersey during the latter part of 1949 and the first half of 1950 were foreseen far in advance by those charged with responsibility for developing water supplies for those areas.

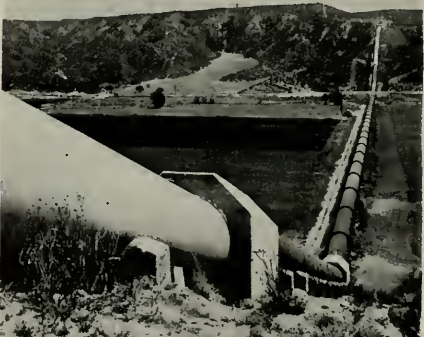
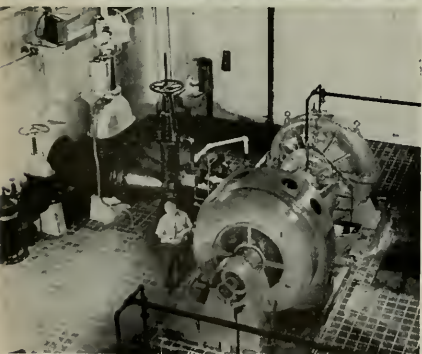
Had it not been for the interruption of World War Two, new sources of supply for New York City could have been ready in time to have averted most or all of the effects of that drought.

In New Jersey, a multiplicity of (Continued on next page)



# "PIPELINE TO THE CLOUDS"

General Electric Company's New Sound-Color Film



## WATER SUPPLY

(Continued from Page 7)

causes prevented following the advice of water engineers, who, as much as 20 years before, had foreseen the possibility and effects of such a drought.

In the southwestern part of the United States, the lifeline of the entire area is the Colorado River. Without it, the entire area would suffer, and the city of Los Angeles—as well as much of the outlying territory—would be rationed in its use of water while populations gradually dwindled.

### BY COMPARISON

By comparison, the flow of the Colorado River is not much greater than that of the Delaware River, which New York City is planning to tap as soon as the Neversink and Downsview reservoirs and their accessories have been completed. Further efforts are being made to create another reservoir for New York on the West Branch of the Delaware River at Canonsville. There is much opposition to such a procedure, and if allowed to prevail, this opposition can only result automatically in a situation parallel to that of 1949 and 1950.

A line may be taken from the book of the late William Mulhland, who probably deserves as much credit as anyone for bringing Colorado River water into Los Angeles. It was Mr. Mulhland who made the cryptic statement: "If they don't build it, they won't need it." By this, he meant that if a community curtailed its water expansion program, its growth would be stifled, and there would no longer be a need for the expansion. Certainly the remarkable growth of Los Angeles can be attributed at least partially, to its expanded water supply. The water resources immediately adjacent to Los Angeles are only enough for a quarter million people. Today, the developed supply controlled by Los Angeles is enough for over five million people.

### MUCH SAID

Much has been said about the possibility of extracting potable water from the sea. At the present time, it costs about three to five times as much to produce water by this method as by obtaining it from streams or wells. Unless some new and undiscovered process becomes available, this ratio of cost is apt to be maintained, and the use of sea water in large quantities does not seem at all feasible.

Shortly after the termination of World War Two, various men connected with the water works industry predicted that it would be necessary to increase water rates twenty-five to thirty-five per cent if adequate standards of reliability were to be maintained. The truth of these predictions has been

(Continued on Page 9)

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THE THREAT OF WATER SHORTAGE now facing many American communities is illustrated by the scenes depicted above from General Electric Company's beautiful new sound-color film. *Top, left:* No water on Tuesday! *Right:* Once we only had to "fetch" water from the nearest stream or well. *Center, left:* More than a hundred thousand gallons of water may be used fighting a single fire and the water must be available when and where needed. *Right:* "Water is the liquid of life." Desert scene showing vividly how water transforms vast areas into useful agricultural lands.

Above, left: Vast installations and specialized machinery are needed today to supply American communities with life-giving water. Giant pump and motor in a typical water works. *Right:* Pipelines, such as shown in this scene, must reach out ever farther and farther to tap new sources of water if many American communities are to survive.



**WATER PROBLEM**

(Continued from Page 8)

demonstrated forcibly, but the fact remains that rates in general have not been increased to nearly that extent.

The General Electric Company is to be complimented on the delightful and forceful manner in which these problems are presented in its new film, "Pipeline to the Clouds." This film should be shown in every community and in every school house in the United States. Then an aroused people would insist on having its water supply brought up to the desired standard.

The American Water Works As-

sociation is an organization of nearly 9,000 individual and organization members interested in the various phases of water supply. It acts as a clearing house for information of mutual interest. It has constantly advocated a more realistic viewpoint of the water shortage problem, and has done much to support those who were attempting to overcome apparently insurmountable difficulties in achieving adequate supplies. The association wholeheartedly endorses the program being outlined to you today, with the hope that the American people will unite to solve this problem as they have solved those of the past.

## C. D. Lafferty, So. Pacific Executive Heads Bay Area Council Committee

**T**HE BAY AREA PROGRAM for the dispersal of new and expanding industries has progressed markedly with the appointment of C. D. Lafferty, general industrial agent for the Southern Pacific Co., as chairman of a nine-county industrial dispersal task force.

This Committee, organized by the San Francisco Bay Area Council at the request of the chairman of the National Security Resources Board, will be responsible for guiding the national dispersal program as it relates to new or expanded defense industrial facilities within the nine bay counties. Membership, to be announced shortly, includes the representatives of the Area's chambers of commerce, boards of supervisors, government officials, industries, banks, utilities, railroads, planning commissions, labor, industrial realtors, civic organizations, universities, newspapers, and military organizations.

"Since the United States is no longer the sole possessor of the atomic bomb secret, risk of an all-out atomic attack grows greater each day," Mr. Lafferty said in announcing the Committee's formation. "We are told no industrial area can be considered safe. Successful industrial dispersion," Mr. Lafferty emphasized, "depends largely on the degree to which local industries in cooperation with city, state and federal officials take the initiative in planning a program that will meet this new requirement of our national defense, but also will satisfy the normal requirements of peacetime industries."

Mr. Lafferty and Raymond Reeves of the Bay Area Council, who will serve as Committee secretary, met November 13 in Washington, D. C., with representatives of national industrial, labor, and planning associations and the chairman of the industrial dispersion task forces of the 52 other major industrial metropolitan areas throughout the country. The conference was called by the government to enable the federal agencies directly responsible for the operation of the national program to explain the urgent need



C. D. LAFFERTY

*Southern Pacific Co.'s General Industrial Agent, New 9-County B.A.C. Industrial Dispersal Committee*

for dispersion and the methods by which the program will be administered.

## S. F. MAN HEADS REDWOOD LEAGUE

Arthur E. Connick, San Francisco insurance executive, long associated with the conservation movement in California, is the new head of the Save-The-Redwoods League. Connick was one of the original incorporators of the League in 1920.

Undisturbed beneath the 270 green-lawned acres of San Francisco's Lincoln Park lie the burial grounds of Chinese and Italians, and an old Potter's Field.

The Associated Press first used typewriters in 1885.

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ARCHITECTS ASSOCIATED

# Central Valley Cities Hosts to S.F. Chamber Goodwill Group

A SAN FRANCISCO CHAMBER OF COMMERCE trade delegation returned from the lush heart of California's vast Central Valley earlier this month more than ever convinced that the destinies of the City by the Golden Gate and the great Valley in the Sun are interlocked.

For years the businessmen of San Francisco, under auspices of the Chamber of Commerce, have traded social amenities as well as money and goods with the agriculturists and industrialists of the Central Valley—in the knowledge that the great region is important to San Francisco both as a supplier of its food and a source of big business.

## VALLEY PEOPLE

Likewise, the Valley people, though often torn between the southland and the northland insofar as knowing in whose "back yard" they lay, have seemed to realize more and more that here by the Golden Gate are important outlets for their products and excellent sources for many of their needs.

And so it is that, over recent years, the two regions have been friendly above and beyond the immediate call of business—realizing that in greater personal acquaintanceship with one another, in enlarged respect for each other's individual abilities and in the warmth of occasional camaraderie lie the seeds for richer trade relations and enhanced prosperity for both regions.

## TRADE VISIT

This month's trade visit by San Franciscans to the Valley was further proof of these tenets—last emphasized during "Valley Days in San Francisco" in 1950 when 150 businessmen from that area were royally entertained in The City. Returning the gesture, business leaders of Merced and Bakersfield, under auspices of the Central Valley Empire Association, invited San Francisco businessmen to spend two days with them.

The San Francisco delegation left by chartered United Air Lines plane Tuesday afternoon, November 13 and arrived at Merced within approximately an hour. They received a royal welcome from the Merced delegation, on hand to greet them as they dropped down from the skies into the beautiful new United Air Lines terminal (architectural award-winner) on the outskirts of town. Welcoming



them were Thornton Graves, John Roth Agency; Dean S. Leshner, Merced Sun-Star; R. D. Leuschner, Bear Creek Drive; Gyle Miller, manager, Hotel Tioga; Harold B. Pier, manager, Merced City and County Chamber of Commerce; Milton M. Reiman, Reiman Turkey Farms; John A. Reynolds, general manager, Central Valley Empire Association; C. Ray Robinson, attorney; John Roth, Sr., president, Central Valley Empire Association; and Willis Stribling, president, Merced City and County Chamber of Commerce.

The entire San Francisco delegation and their Merced hosts hied themselves to the 4,000-acre ranch of Ray Robinson—a talented individual who in business is one of the best-respected attorneys in the Valley and in private life is known equally for his abilities behind a duck blind and behind a rugged kitchen stove which, at his personal bidding, pours forth all manner of culinary delights to fortunate guests. Robinson and his co-hosts, C.V.E.A. President John Roth, entertained San Franciscans with cocktails and a duck dinner cooked by Robinson—and on such a flavorful note ended the first day of the trade visit.

Any time a group of nine-to-five businessmen get up with the ducks

## MERCED HOSPITALITY AND DUCKS UNLIMITED!

DUCKS UNLIMITED (well almost) were on both the eating and shooting menu enjoyed by the S. F. Chamber good-will group at its Merced stop. Top, left: John Roth, president of the Central Valley Empire Association; C. Ray Robinson, noted Merced attorney and host to group at his 4,000-acre ranch and game preserve, show genuine hospitable enjoyment at the manifest happiness of San Franciscans Joseph R. Mixer, manager Domestic Trade Dept., S. F. Chamber, and Walter Frick, Asst. Cashier, San Francisco Bank, who exhibit results of ability with the scatter gun. Right: Walter Hass, Jr., (left) chairman of goodwill tour group from San Francisco, gets acquainted with John Roth of Merced, Central Valley Empire president.

Above, left: Geo. H. Allen, City-County Record publisher, tells Ivan Branson, Morning Glory Sandwich chief, and Milt Reiman of Planada about the big fish he almost caught. Gathering is at the Robinson Ranch at Merced. Above, right: C. Ray Robinson in the rear at right has arm around Walter Hass, Jr., tour chairman, as they encourage San Francisco visitors and Merced hosts to have another duck and helping of wild rice. Which, we understand, they did!

in Merced County—4:30 a.m., that is—you can be assured there are some mighty worthwhile ducks afoot—or a-wing, rather. Such was proved the case by nine on the morning of November 14 on the Robinson ranch near Merced when members of the San Francisco trade delegation, together with their hosts, trooped into Robinson's kitchen with a large bag of the finest ducks they had ever seen.

After a late breakfast, the group got down to business and spent the morning visiting industrial in-

stallations in the Merced area. Among these were Reinertson's Turkey Processing Plant (John R. Reinertson, owner and manager) and Milton M. Reiman's feed mill. Another important facility visited before the group returned for lunch at the Robinson ranch was the F. H. Hadley & Sons dried fruit plant.

At lunch—cooked again by the versatile Mr. Robinson who outdid his duck dinner of the night before with a delicious turkey bill of fare—Walter Haas, Jr., "trip chair-



man" for the San Francisco delegation, presented each of the Merced group with one of the shining little souvenirs that have come to mean so much to The City "outsiders"—gold plated cable car tie clasps.

At 12:30 the visitors boarded their United Air Lines plane again and took to the airline for Bakersfield, arriving in the "gateway to the Ridge-Route" city at approximately 1:45 p.m. There they were greeted by Ralph S. Dunn, secretary-manager, Greater Bakersfield Chamber of Commerce; Harold K. Fox, president, Hartman Concrete Materials Co.; O. L. Frost, San Joaquin Cotton Oil Co.; Francis E. Gage, president, Bakersfield Chamber of Commerce; C. N. Hislop, vice president, Bank of America, N.T.&S.A., Bakersfield; Emory Gay Hoffman, director of public relations, Kern County Chamber of Commerce; G. O. Macaulay, district manager, marketing department, Standard Oil Company of California, Bakersfield; William J. Prosser, district representative,

hosts at the reception were Francis Gage and Ralph Dunn of the Bakersfield Chamber of Commerce.

San Francisco's trade trip to the Valley was over at 10 p.m. as the visitors boarded their plane for the return flight to San Francisco. And as they left, perhaps some of these meaningful facts about San Francisco - Valley relationships may have been running through the minds of the "missionaries" who once again had received a refresher course in the wonderful hospitality and congeniality of their Valley hosts:

around \$800,000,000 annually.

Out of roughly 15,000 carloads of produce delivered to wholesale markets by Valley farmers each year, approximately one-third are sold in San Francisco.

On the other hand, Valley communities have consistently bought a large share of San Francisco's manufactured products used in development of farming, manufacturing, transportation, and other Valley industries. This has helped San Francisco's phenomenal growth in wholesale business which jumped from under 1½ billion dollars in

ket represents large potentialities for San Francisco—as San Francisco's capacity for distribution and consumption of Valley products offers great potentialities for Valley industries.

"As the Valley, through its increased production capacity and programs such as the Central Valley Project, is growing and developing, so San Francisco is developing as a distribution and wholesale trade center," said Paul A. Bissinger, chairman of the San Francisco Chamber Inter-City Committee which is responsible



WALTER KANE, General Manager, Bakersfield Californian, who perfected arrangements for entertaining the goodwill group from San Francisco and personally took charge as host at the party at Stockdale Country Club, one of the finest spots in California. A perfect evening!

public relations and advertising, Standard Oil Company of California; Glenn N. Shackleford, traveling passenger agent, Southern Pacific Co.; W. G. Staley, district sales manager, Pacific Telephone & Telegraph Co.; and G. H. Stockbridge, agricultural engineer.

The two groups spent the afternoon in highly interesting tours of the San Joaquin Cotton Oil Company—a two million dollar processing plant, with Leland Frost as host, and the Rosedale Cooperative Gin, Inc., a modern cotton ginning plant.

That evening the San Franciscans were entertained at reception and dinner at the Stockdale Country Club, guests of Walter Kane, energetic young general manager of the Bakersfield Californian. Co-



San Francisco and the Central Valley are inseparable neighbors, economically as well as geographically, with a richer future in store for both areas through continued development of trade relations.

San Francisco basically is interested in the agricultural industry for nearly five million acres of farm land are required to supply the food consumed by its people and the raw materials for San Francisco industry. In addition, thousands of carloads of produce pass through San Francisco as the central distribution point to other areas.

Of these farm products—both for consumption and distribution—a great amount comes from the vast plains of the San Joaquin Valley—largest continuous block of agricultural land in the State. One-half of the lands now under irrigation in California are in the San Joaquin Valley, and the cash farm income was last estimated at

BAKERSFIELD KNOWS HOW, AND HOW!

Hospitality was hale and hearty at Stockdale Country Club when Walter Kane, genial general manager of the Bakersfield Californian, took over. Host to the San Franciscans, he left nothing undone to replenish the expended energies of the visitors. Photos by Emory Gay Hoffman, General Manager of the Kern County Chamber of Commerce, show a few of the many convivial groups around the banquet hall.

Top, left: Glen N. Shackleford, Southern Pacific Company's travelling passenger agent (left) talks seriously for a moment with two San Franciscans as Glenn Stockbridge of the Kern County Land Company, seated opposite, enjoys the conversation. Top, right: Louie Brandt, past president of the Central Valley Empire Association, demonstrates the proper method of heaping a plate.

Above, left: Here are Walter Haas, Jr., chairman of the visiting delegation (left), Chef Douros of the Stockdale Country Club, whose table arrangements and quality, variety and quantity of food proved tops from every viewpoint, and John Roth, president Central Valley Empire Association, who never missed an opportunity to add to the enjoyment of the S. F. Chamber group.

1939 to more than four billion dollars last year.

The San Joaquin Valley with its seven counties has a population of approximately one million persons, with taxable retail sales of close to 900 million dollars. This vast mar-

for the Chamber's trade development events.

Other members of the Bakersfield hosting group that "went all out" to entertain the San Francisco delegation at the south end

(Continued on Page 13)

INCORPORATED  
MAY 4, 1852

# CITY OF OAKLAND, CALIFORNIA

CITY OF  
SECOND CLASS

CLIFFORD E. RISHELL, Mayor and President of the Council

## Directory of Elective and Appointive Officers

### OAKLAND CITY HALL

Fourteenth and Washington Streets - Telephone TEmplebar 2-3600

### POPULATION OF OAKLAND CENSUS

1860.....	1,543	1940.....	302,163
1870.....	10,005	1950.....	384,575
1930.....	284,063		

City Council meets each Tuesday afternoon at 12:30 o'clock and on Thursday evening at 7:30 o'clock.

Nominating municipal election held third Tuesday in April, 1951, and on third Tuesday in April every second year thereafter.

General municipal election fourth Tuesday after nominating municipal election.

### CITY OFFICIALS

Mayor and President of the Council.....CLIFFORD E. RISHELL  
Vice-President of the Council.....FRED MAGGIORA

### COUNCILMEN

District	Term Expires
No. 1—DR. GROVER MACLEOD, 1904 Franklin St., GL. 1-2774.....	1955
No. 2—FRANK J. YOELE, 3077 Telegraph Ave., TE. 2-8100.....	1953
No. 3—HOWARD E. RILEA, 1474 - 12th St., TE. 2-6228.....	1955
No. 4—FLORENCE I. FLETCHER, 3419 Grand Ave., TW. 3-3548.....	1953
No. 5—FRED MAGGIORA, 2000 Telegraph Ave., TW. 3-9411.....	1955
No. 6—CLIFFORD E. RISHELL, 2709 Humboldt Ave., KE. 2-8534.....	1953
No. 7—WM. H. D. CLAUSEN, 9301 E. 14th St., TR. 2-3482.....	1955
At Large—FRED N. MORCOM, 430 - 17th St., HI. 4-8761.....	1953
At Large—LESTER M. GRANT, 415 Financial Center Bldg., GL. 2-0824.....	1955

### CITY OFFICIALS

City Manager.....	J. F. HASSLER
Auditor.....	DAVID V. ROSEN
City Attorney.....	JOHN W. COLLIER
City Treasurer.....	JAMES F. CAREY
City Clerk.....	CHAS. M. DON
Superintendent of Streets and City Engineer.....	CHAS. A. REED
Chief of Police.....	LESTER J. DIVINE
Chief of Fire Department.....	JAMES H. BURKE
Health Officer.....	DR. STANFORD F. FARNSWORTH
Superintendent of Electrical Department.....	L. SOARE
Superintendent of Buildings.....	ALBERT R. TAYLOR
Executive Secretary to City Manager.....	HILLIARD B. WILSON
Administrative Assistant, City Manager.....	RICHARD C. HAMB
Secretary to Mayor.....	FRED H. SQUIRES, JR.
Building Inspector.....	MILTON P. KITCHEL
Plumbing Inspector.....	WM. D. WARD
City Purchasing Agent.....	HARRY L. HINTZE
Fire Marshal.....	JAMES SWEENEY, JR.
Poundmaster.....	RICHARD C. TROTTER

### MUNICIPAL JUDGES

E. J. SMITH, Presiding Judge; JOSEPH A. MURPHY, HOMER W. BUCKLEY, HARRY W. PULCIFER, WILLIAM J. MCGUINESS, JAMES S. BLAINE, C. STANLEY WOOD; FRED ANDERSEN, Chief Clerk.

### BOARD OF PARK DIRECTORS

1111 City Hall - TEmplebar 2-3600

J. VENDES MANN, President; G. A. AUGUSTON, ERNEST ROSSI; WM. PENN MOTT, JR., Supt., Park Dept.; MRS. HELEN RIGNEY, Secretary.

### BOARD OF EDUCATION

1025 Second Avenue - TEmplebar 6-2622

Meets First Tuesday, 8:00 P.M.; Second, Third, Fourth Tuesday, 4:00 P.M.

MRS. W. L. RISER, President; CHARLES FISHER, DAVID S. TUCKER, NANNIE S. KRAMER, OTTO HIEB, CARL B. MUNCH; SELMER H. BERG, Supt. of Schools; J. W. EDMONT, Secretary.

### BOARD OF HEALTH

Sixth Floor, City Hall - TEmplebar 2-1870  
Meets Third Tuesday, 11:00 A.M.

GEORGE D. REINKE, M.D., Chairman; HELEN SPLIVALO, Secretary; DON D. WEAVER, M.D.; JOHN B. BENEDIKTSON, D.D.S.; ROBERT J. BADGER; DR. S. F. FARNSWORTH, Health Officer.

### BOARD OF LIBRARY DIRECTORS

125 Fourteenth Street - Higate 4-8272  
Call Board for Meeting Date

ROBERT CALLAWAY, President; LLOYD HARRIS, MRS. RUTH B. BEALES, MRS. MARGERY J. PRICE, EDWARD G. BROWN; DR. PETER T. CONMY, Librarian and Secretary.

### CHARITIES COMMISSION

Room 306, City Hall (City Clerk's Office) - TEmplebar 2-3600  
Meets First and Third Monday, 12:30 P.M. - Room 310, City Hall

MRS. DAISY WINDSOR, President; ARTHUR B. GREEN, Secretary; WM. N. FINN, MRS. ELIZABETH SMITH, MRS. EDNA FLOOD, JACK HENDRICKSON.

### CITY PLANNING COMMISSION

Room 408, City Hall - TEmplebar 2-3600  
Meets Second and Fourth Wednesday, 4:00 P.M.

GALEN H. DRURY, D.D.S., Chairman; JOHN CHAS. HOULIHAN, Vice-Chairman; CARL OLSEN, THOMAS M. ROBINSON, JR., D. N. EDWARDS, HARRY W. SPENCER, EMILE M. SERPA; CHARLES A. REED, Supt. of Streets (Ex-Officio); JOHN G. MARR, City Planning Engineer; FORD A. HARVEY, Secretary.

### CIVIL SERVICE COMMISSION

Room 323, City Hall - TEmplebar 2-3600  
Meets Every Tuesday, 4:40 P.M.

J. CLAYTON ORR, President; RAYMOND C. L'HEUREUX, CHARLES A. OMSTEAD; THEODORE G. STAHLBERG, Secretary.

### HOUSING AUTHORITY

935 Union Street - TEmplebar 2-3202  
Meets Second Thursday

CARL L. SCOTT, Chairman; JUD MINZER, WOODROW W. KITCHEL, MRS. ROSE SICKAFOOSE; EDMUND HORWINSKI, Secretary.

### MUNICIPAL EMPLOYEES RETIREMENT BOARD

Room 317, City Hall - TEmplebar 2-3600  
Meets Third Monday and Last Day Each Month, 9:00 A.M.

GODFREY BLYTH, President; RICHARD C. HAMB, Secretary; JAMES C. UREN, KIRBY THARP, FRANK C. ATWILL, DAVID ROSEN, JAMES F. CAREY.

### POLICE-FIREMEN RETIREMENT BOARD

Room 317, City Hall - TEmplebar 2-3600  
Meets First Tuesday, 2:30 P.M.

MAYOR C. E. RISHELL, President; CAPT. A. J. BOLGER, Secretary; TED DREYER, ELVYN C. EVERS, BATT. CHIEF STEPHEN O'DAY.

### PORT OF OAKLAND COMMISSION

Foot of Grove Street - Higate 4-3188  
Meets Each Monday, 2:00 P.M.

DUDLEY W. FROST, President; J. FRANK GALLIANO, First Vice-President; H. W. ESTEP, Second Vice-President; JOHN F. TULLCOH; DUNLAP C. CLARK; A. H. ABEL, Manager and Chief Engineer, Secretary; J. KERWIN ROONEY, Attorney.

### RECREATION COMMISSION

Municipal Auditorium, 21 Twelfth Street - TEmplebar 2-3600  
Meets Every Other Wednesday, 4:00 P.M.

L. GALBRAITH, Chairman; ORRAL M. ANWYL, MRS. RALPH T. FISHER, JOSHUA ROSE, MILDRED G. JOHNSON; R. W. CRAWFORD, Superintendent and Secretary.





SAN FRANCISCO DELEGATION LEAVES FOR CENTRAL VALLEY TOUR

Happy in anticipation of meeting a grand group in the Central Valley Empire Association, San Francisco Chamber of Commerce goodwill tour representatives prepare to board their chartered United Air Lines plane for

Merced and Bakersfield. The giant airship and its competent staff afforded every courtesy and comfort to the travelers. Every want was filled, every need foreseen. The splendid service furnished brought many expressions of gratitude.

## S. F. Chamber of Commerce Tour To Central Valley Empire Area

(Continued from Page 11)

of the Valley November 14, according to Walter Haas, were: Lowell W. Ball, Ball Carpet & Furniture Company; Louis J. Brandt, Brandt Investment Company; Malcolm Brock, president, Malcomb Brock Co.; John L. Compton, superintendent, Bakersfield City School District; George S. Farr, Santa Fe Motel; Lawrence F. Lake, president, Motor Center; Floyd L. Ming, supervisor, Kern County (third dis-

trict); L. A. Schamblin, Pioneer Mercantile Co.; Ralph L. Smith, and Dick S. Stricklen, Motor Truck Sales and Service.

Members of the San Francisco Chamber delegation were: George H. Allen, publisher City-County Record; J. F. Barrett, Jr., Barrett & Hilp (General Contractors); Ivan Branson, president, Morning Glory Sandwich Co.; H. R. Cuyler, general sales manager, Standard Oil Co. of California; Newell Dodge, Royal Blueprint Co.; Ralph Foster, Morgan & Allen Co. (Wholesale Jewelers); Walter Frick, assistant cashier, The San Francisco Bank; Richard W. Goodspeed, sales representative, United Air Lines; Walter A. Haas, Jr., assistant secretary and director, Levi Strauss &

Co. (Clothing Manufacturers); J. D. Heightower, traveling freight and passenger agent, Southern Pacific Co. (Merced); John E. Jones, executive vice president, Harry W. Brintnall Co. (Printers Supplies); A. C. Meyer, assistant vice president, Bank of America, N.T.&S.A.; Joseph R. Mixer, manager, Domestic Trade Dept., S. F. Chamber of Commerce; Albert J. Nolan, western sales manager, Pacific Lumber Co.; Bert Nordman, Nordman & Aurich (Jewelers Supplies); Glen Shackelford, traveling passenger agent, Southern Pacific Co. (Bakersfield); J. S. Thompson, manager of sales, Columbia Steel Co., and Grover S. Tracy, manager, San Francisco Division, Pacific Gas & Electric Co.

By a Congressional act in 1853 California was granted 46,000 acres of land for the benefit of a "seminary of learning," and 6,000 acres for public buildings.

## NEW S. F. MOTEL NEAR COMPLETION

San Francisco, long noted for its many hotels and equally for its lack of motels, soon will celebrate completion of a new \$150,000 18-unit motor hotel at 1940 Lombard Street.

To be known as the AAA Motel, the new facility for motoring tourists will hold its grand opening December 1. The structure represents an entirely new type of construction for center-of-the-city motels, with the lower level devoted to concrete garages and the units located above or either side of a central corridor.

## House Hunting in S. F. No Longer a Sunday Project

House-hunting in San Francisco on Sundays has become a thing of the past, as a result of Sunday closing by real estate offices here.

Charles Miller, chairman of the committee which arranged the Sunday closing, requested public co-operation and asked brokers not to hold their vacant homes open for inspection on Sundays.

The Pacific Union Club in San Francisco, only one of the Nob Hill mansions to escape the great 1906 fire virtually unscathed, was formerly the home of James C. Flood, bonanza king.

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SAN LEANDRO, CALIF.

## FIVE NEW HOSPITAL PROJECTS IN STATE

The State Hospital Advisory Council has approved allocation of funds for five hospital projects in Northern California.

They are: Marin County Health Center, San Rafael, \$96,000; West Contra Costa County Hospital, Richmond, a 47-bed addition,

\$218,000; Fresno County General Hospital, Fresno, \$1,000,000; Inyo County Health Center, Independence, \$36,000, and Seaside Hospital in Crescent City, chronic disease addition, \$158,000.

Half the money will come from the State and half from the Federal Government.

## HOSPITAL DISTRICT ADVISOR NAMED

Oliver F. Fenstermacher, Pittsburg attorney, has been appointed legal advisor for the Pittsburg Community Hospital District.

Fenstermacher succeeds Superior Judge Wakefield Taylor, who resigned following his elevation to the superior court bench. Taylor had been hospital district attorney since its formation in 1948.

## MOTOR VEHICLES OFFICE TO BE CLOSED SATURDAYS

All offices of the State Department of Motor Vehicles will be closed Saturdays, starting November 3, according to E. R. Polhemus, manager of the San Francisco office, 160 South Van Ness Avenue.

The department will counter-balance the Saturday closing by opening an hour earlier during the week, doing business from 8 a.m. to 5 p.m. Polhemus explained the new hours are necessitated by action of the 1951 Legislature in establishing a five-day week for State employees in public office.

A winding stair with 144 steps leads down into Moaning Cave in Calaveras County.

## SAN PABLO GIVEN GIANT RAID SIREN

What is said to be one of the largest sirens in northern California has been donated to the San Pablo Defense Council, according to D. F. Hurley, co-ordinator of civil defense.

The siren, weighing one and one-half tons, was donated to San Pablo by Henry A. Tieslau of the California Pipe and Machinery Company of Berkeley. It will be heard as far away as Pinole and Orinda, Hurley declared.

## INTRA-SERVICE CLUB COUNCIL IN MISSION

The Intra-Service Club Council, comprising the Mission district branches of the Optimist, Kiwanis, Lions and Exchange clubs and the South of Market Boys, was formed recently at a joint luncheon meeting in the Mission Optimist Hall, Twenty-third and Capp Streets.

Three members of each of the five clubs will be appointed to the council, which is designed to coordinate club activities, prevent duplication of effort and gain wider support for fund-raising projects.

## Street Improvement Plan

Long range street improvement plans under which every street in the city will be paved and curbs and gutters installed were revealed by El Cerrito City Manager Kenneth H. Smith.

A total of 455 California cities and towns assess a sewer tax.

## HIGHWAY WISE WAY



## \$202,000 Awarded By EBMUD

Four San Francisco firms have been awarded contracts totaling \$202,000 for water meters and large cast iron pipe, the East Bay Municipal Utility District announced. They are: Neptune Meter Company, \$95,000 for meters; Rockwell Manufacturing Company, \$14,125 for meters; U. S. Pipe and Foundry Company, 20,000 feet of twelve-inch cast iron pipe, \$78,679; and, Pacific States Cast Iron Pipe for 3,000 feet of sixteen-inch cast iron pipe, \$18,567.

## RICHMOND BREAKS SCHOOL RECORDS

With a total of 29,294, Richmond school enrollment has broken all previous records. The enrollment at the same time last year was 26,169, which means the increase this year is 3,115. It is expected this figure will go even higher within the next few weeks.

A breakdown shows 18,252 students in the district's elementary schools, 6,952 in five junior high schools and 4,020 in two senior high schools.

Used for recreational purposes, the Sigmund Stern Memorial Grove in San Francisco occupies a natural amphitheatre 100 feet below street level.

## RUSH'S CAFE

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## HENRY GROSS



## Paul J. Fanning Makes S. F. Muni's Safety Program Pay Big Profits

By RICHARD H. ALLEN

**P**AUL J. FANNING, Director of the Bureau of Personnel and Safety of the San Francisco Public Utilities Commission, may be the fellow who inspired the adage "practice makes perfect."

He has devoted his entire business career to one field, the transit industry; gaining experience in almost every phase of his chosen profession.

These years of training for Fanning are now paying off in a remarkable safety record for the San Francisco Municipal Railway. Last May, the American Transit Association presented the "Muni" with a special citation for the greatest improvement in safety record for 1950 of any transit system in cities of 600,000 or over. During this same period the National Safety Council awarded safe driver certificates to 568 Muni drivers. But best of all, the year saw a 23 per cent reduction in the railway's accident rate over the previous year!

### OLDEST SON

The oldest of five boys, Paul was born in Minneapolis to Thomas and Margaret Fanning. After public schools there, he matriculated at the College of Saint Thomas in St. Paul.

His first job after leaving school was as a clerk in the general accounting department of the Minneapolis & St. Paul Railroad. Later he worked for the Chicago, Milwaukee & St. Paul Railroad and then headed west to Cheyenne as an accountant for the Union Pacific Railroad.

By then transit and transportation were in Paul's blood. So it is not surprising that his next position was with the Greyhound Bus Lines. Although he started as an accountant, during the following twenty years he exercised his talents in almost every phase of the company's operations.

### WAR II SERVICE

A member of the Marine Corps in the First World War, Paul again entered his country's service at the outbreak of World War II. As a Major in— you guessed it—the Transportation Corps of the U. S. Army, he served for three years during the bitter fighting in the South Pacific. While there, one of his fellow officers and close friend was Dodd M. McRae, prominent San Francisco attorney and, incidentally, General Counsel for the City-County Record.

With a distinguished war record, in 1946 he was returned to the States and separation from active duty. He retains his commission, however, as an officer in the inactive reserve.

A short time later he joined the San Francisco Municipal Railway as director of the newly consoli-



PAUL J. FANNING, Director  
Bureau Personnel and Safety,  
S. F. Public Utilities Commission

dated bureaus of Personnel and Safety. This is his fifth year in that position.

Despite his many official duties, he is a member of various clubs and organizations, a few being the National Defense Transportation Association, American Legion, Elks Club, and the U. S. Army Reserve Corps. His principal hobbies are golf and swimming.

Paul and his wife, Rhea Fanning, make their home atop beautiful Russian Hill in San Francisco at 1725 Jones Street. They have one son, Paul Jr.

Two of Paul's brothers have also distinguished themselves in the business life of San Francisco. They are Larry Fanning, editor of the Chronicle, and Geoffrey Fanning, sales manager of the Lucky Lager Brewing Company.

The California County Library Law was written and sponsored by the California State Library.

## Census Bulletin

An information bulletin giving the final 1950 census population counts on 400 California cities was completed by the Oakland Chamber of Commerce today and made available for distribution to interested parties.

Chamber General Manager W. A. Sparling said the bulletin, part of the chamber's information service to the public, was of particular interest to sales executives.

Copies may be obtained by writing the Statistical & Research department of the Oakland Chamber, 427 - 13th Street, Oakland 12, or by calling GLen-court 1-7800.

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## NAVY PLANS BIG LAB FOR SAN FRANCISCO

Plans for a six million dollar building at the San Francisco Naval Shipyard at Hunters Point have been announced.

The structure will house the Naval Radiological Defense Laboratory, the only research center in the nation working exclusively on problems of atomic defense for all branches of service and civilian agencies.

Staffed by civilian and military scientists, under Navy operation, the laboratory was established at the shipyard several years ago, occupying temporary quarters scattered around the yard.

An unopposed slate of officers for the Oakland World Trade Club for 1952 has been announced by the nominating committee.

The officers nominated for the annual election to be held at the next meeting, December 6, are:

President, William L. Milwee, export manager, Berkeley Pump Company.

Vice President, Arlie A. Johanson, district freight agent, Pacific Transport Lines, Inc., San Francisco.

Treasurer, Clifford H. Reeves, district freight agent, Southern Pacific Lines, Oakland.

Secretary, Lyford M. Morris, special agent, The Prudential Insurance Company, San Francisco.

Directors, Charles F. Barrett, Import and Export, San Francisco and F. Donald Ross, district freight agent, Matson Navigation Company, San Francisco.

A total of 77 persons were killed in motor vehicle accidents in San Francisco in 1950.

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## S. F. Retail Merchants' Association Elects Officers

Pictured here in their annual election meeting held in the St. Francis Hotel recently are members of the Board of Directors of the Retail Merchants Association who chose Jerome P. Newbauer (standing, center) as president for the ensuing term. He replaces Raymond S. McConnell (standing, left) who held the post for three consecutive terms and now becomes Second Vice President. First Vice President is Raymond P. Roberts (standing, right). Other Board members, left to right (seated) are: Ralph A. Brown, Paul Elder, Jr., B. M. Joseph, Homer Harris, W. J. Lee, Maude Cottrell, Asst. to the Managing Director, Karl M. Stull, Thomas J. Lenehan, P. R. Mills and Adolph Kaufmann.

## EBMUD HEAD REPORTS EXPANSIONS AND IMPROVEMENTS FOR PAST YEAR

**T**HE EAST BAY MUNICIPAL UTILITY DISTRICT spent \$4,000,000 in expansion and improvement of its water system during the fiscal year ending June 30, President Louis J. Breuner announced in his annual report.

It installed sixty-seven miles of new water mains. New extensions counted for thirty-four of the miles while the remainder was replacement of wornout or inadequate pipe.

Due to the retirement of \$4,983,282 worth of bonds, taxpayers now have a \$62,149,111 equity in the district's water facilities. However, they still owe \$49,425,000 on outstanding bonds on which the district paid \$2,124,221 in interest last year.

Operating income increased \$300,000 over the previous year for a total of \$11,257,215. However, it cost \$483,699 more to operate the system with \$5,761,559 paid out in operating expenses.

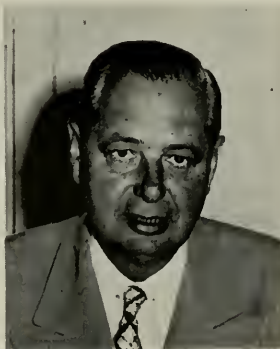
The district's 900,000 residents consumed a daily average of 111,000,000 gallons of water. The peak day for the year was August 15, 1950, when 163,000,000 gallons were consumed. The temperature was 93.5 degrees, the highest ever recorded in Oakland for that date.

Taxpayers of Albany, Berkeley, Emeryville, Piedmont, Alameda and Oakland have a \$2,317,064 equity in their \$26,567,555 sewage disposal system which is scheduled to be put into operation during the latter part of October.

One hundred ten sequoia gigantea are found in a 40-acre area in Calaveras County at an elevation of about 4700 feet.

## Bartell Heads Alameda County Highway Group

**E**LECTION OF HARRY BARTELL as chairman and Dudley W. Frost as vice-chairman of the Alameda County Highway Advisory



DUDLEY W. FROST  
Vice Chairman, Alameda County Highway Advisory Committee

ory Committee has been announced by the county-wide group. The election took place at a meeting

of the committee held in the Board of Supervisors' chambers August 15th.

Bartell, chairman of the Alameda County Board of Supervisors, succeeds the late Thomas E. Caldecott, who served as chairman of the committee from its founding to his death.

Frost, who was recently elected president of the Oakland Board of Port Commissioners, played a leading role in the formation of the highway advisory committee, and has been an active member since that time. Frost also is chairman of the Oakland chamber's highway group and presented the Advisory Committee's recommendations of highway construction projects to the State Highway Commission meeting in Oakland, August 22nd.

The Alameda County Highway Advisory Committee was formed in 1945 to press for improvement of the state highway system in the

county and is composed of official representatives of all the cities and major civic organizations in the county.

### MEANING OF NOISE

If your car engine suddenly starts making a knocking noise when the engine is under load, as in accelerating or climbing a hill, it does not follow that carbon is the cause, points out the National Automobile Club. A slight change in the timing will cause the same kind of noise, and the timing in many an older car will be found to be notoriously "out." The correction is as easy to make as almost any adjustment about the engine.

One of California's most spectacular gushers was an oil well drilled in the Midway-Sunset field in Kern County in 1910.

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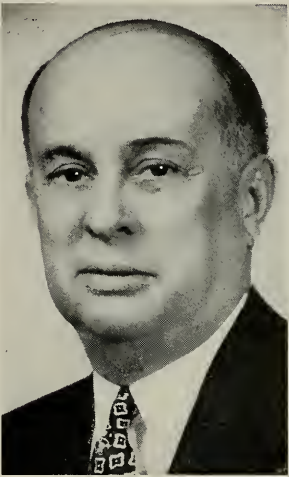
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# D. J. Russell Assumes Head of Southern Pacific Railroad January 1 as A. T. Mercier Retires After 48 Years Service



**A. T. MERCIER**  
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WITH ONE RAILROAD

**RECKLESS DRIVING**  
The ability to drive recklessly without an accident is no measure of a person's driving skill, reminds the California State Automobile Association. On the contrary, this is the mark of an unskilled driver. Always drive at moderate speeds and be alert to possible danger on the highway.

J. D. RUSSELL, a life-time rail-roader and since early 1951 executive vice-president of the Southern Pacific Railroad, has been selected to head the vast network as of January 1, upon the retirement of A. T. Mercier, on that date. Mr. Russell is the youngest man ever to be elected as president.

Like his predecessor, he has spent all his working years with the railroad. His first job was as timekeeper in 1920. He subsequently served as section gang foreman, roadmaster, and assistant division superintendent. Early in 1951 he was appointed executive vice-president.

A. T. Mercier, retiring president, joined Southern Pacific in 1904, becoming president December 11, 1941. Earlier he had served as president of the San Diego and Arizona Railroads, an affiliate, and vice-president of the Pacific Electric Railway at Los Angeles. Today Mr. Mercier finds his greatest satisfaction in associations with people of his railroad.



**D. J. RUSSELL**  
YOUNGEST EVER  
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Leadership has been the key-stone of the solid progress of the American enterprise system. Such leadership has helped to build the Southern Pacific Company—one of the world's greatest transportation systems, headquartered in San Francisco.

To both retiring president A. T. Mercier and incoming president J. D. Russell belong the plaudits of a vast region of which San Francisco is the hub—to Mr. Mercier for past successes—to Mr. Russell for future accomplishments.

when its offices were burned during fighting in Seoul. The Chamber followed the Korean government and a majority of its members to Pusan, the southernmost port of Korea, and opened an interim office.

The Korean Chamber of Commerce, through its President, Chun Yong Soon, wrote to its San Francisco counterpart, requesting aid in re-establishing printed documents concerning international trade, statistics and other materials indispensable to its activity.

The World Trade Department of the San Francisco Chamber responded with a seven-pound package dispatched by air freight to Korea which contained a variety of material including information concerning San Francisco, its industry, foreign trade and other aspects of its commercial life and activity.

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Chamber Helps Korean  
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The San Francisco Chamber is helping to put the war-devastated Chamber of Commerce of Korea "back into business," according to G. L. Fox, General Manager of the San Francisco organization.

All of the Korean Chamber's printed materials were destroyed

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**PLANNING DEFENSE MEASURES** for San Francisco's retail districts are the above officers of district associations—left to right (seated): Arthur Blum, Polk Street; Harold Starr, Mission Street; (right) Dr. Charles de Guerre, Eureka District; (standing) John C. Minudri, West Portal; Anthony J. Boxer, Fillmore; and Horace J. Cardinal, Fillmore. Seated, third from left, is Rear Admiral A. G. Cook (Ret.), director of the San Francisco Council and Corps.

## Goodwill Emissaries and Hosts in Central Valley



**GUESTS OF THE CENTRAL VALLEY EMPIRE ASSOCIATION**, 19 San Francisco Chamber of Commerce delegates last week spent two days in a trade development trip in the Central Valley. The group, intermingled with their hosts, are shown here as they arrived in Merced, November 13, on a special United Air Lines chartered plane. See story on page 10. (Photo courtesy Merced Sun-Star.)



**RUTH CHURCH GUPTA**  
President Marina Business and Professional Women's Club

Charter meeting of the Marina Chapter B.P.W.C. was held November 12 at Hotel Whitcomb.

Other officers installed were: Margaret E. Pordon, vice-president; Louise Uraconiso, treasurer; Anna May Hammen, recording secretary; Clem Carli, corresponding secretary.

Hazel Benner, president of Pacifica B.P.W.C., official sponsors of the new group, acted as mistress of ceremonies.



**DEWEY MEAD**, Supervisor  
Acting S. F. Mayor

During the absence of Mayor Elmer E. Robinson of San Francisco in the East, Supervisor Dewey Mead heads the City and County of San Francisco as acting mayor.

### SHOWING OFF

Gasoline can be saved and tire and engine life prolonged by avoiding unnecessarily rapid acceleration, advises the California State Automobile Association. Automobile designers have provided fast pick-up and get-away as a safety measure but there is no point gained in trying to show off by wasting gasoline, tires and brake lining at every stop and start.

**THE EAST BAY MUNICIPAL UTILITY DISTRICT** is being prepared for maximum flexibility of operation in the event of any disaster which may come as a result of sabotage or attack, according to Louis J. Breuner, President of the Board of Directors.

The Utility District is working in close cooperation with federal, state and local agencies and with other utilities, both public and private, in order to coordinate these effective disaster plans.

"Consideration has been given," said Breuner, "both to problems resulting from partial or total power failure in the area which affect water distribution, and to situations resulting from direct damage to the public water supply."

Emergency headquarters have been established as bases of operations, and district personnel are trained to carry out necessary work at key stations throughout

the system in the event of major damage. The entire distribution area of more than 200 square miles has been divided into zones. Work is constantly progressing to bring about greater flexibility of water distribution from alternate sources within the district in the event of damage to the storage, pumping or transmission facilities of any part of the utility's system.

Adequate communication in the event of a catastrophe is of vital importance. The district has set up plans for emergency operation

of a two-way radio communication system now in process of being enlarged.

Mobile units (radio equipped) could be sent to affected areas or strategic locations, thus linking the Utility's Disaster Headquarters and District facilities with local police, fire and sheriff's forces.

Inspectors have been appointed who are familiar with the water distribution equipment in the various zones so that prompt action can be taken in the event of damage. Loss of water as a result of breaks in mains could be minimized by control valves that are systematically placed throughout the transmission system.



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## John P. Figone, S. F. Permit Appeals Member, Achieves Distinct Success

By BILL SIMONS

### "MEET JOHNNY FIGONE?"

In North Beach, or in any other district where San Francisco's far-flung Italian-American population resides, that is one expression you'll never hear.

The reason is obvious. Among those of our citizens whose names end in vowels an introduction to Johnny Figone is quite, quite unnecessary. For everyone knows him already.

A man doesn't achieve such outstanding and widespread popularity by leading a lackadaisical existence. And there is nothing lackadaisical about John P. Figone. He is a doer. His 51 years of life have been crammed with activity.

Born June 27, 1900, in a flat over what used to be his father's coal yard on Stockton Street, John Paul Figone was raised in North Beach with Washington Square as his front yard. His parents, Antone and Madelene Figone, were early San Franciscans, having come here from Varese Ligure, near Genoa, Italy.

### NORTH BEACH

North Beach well remembers Johnny as a youngster who played at the Salesian Boys' Club and the Telegraph Hill Neighborhood House. And it remembers him as a hard-working lad, too.

By the time he was fifteen, Johnny was a messenger boy for the Francis Floral Company, then located at Powell and Sutter streets. And so taken up with that business was he that within five years he had rapidly risen to the position of buyer.

The young man liked flowers and the decorative arrangements that are part of the floral business. But a change was necessitated in 1921 when, on the death of his father, he took over the management of the Figone Feed and Fuel Company.

John was twenty-one years old at the time, and it was a trying time. The job he had undertaken was formidable, for the four-wheeled automobile was making obsolete the four-legged horse. That meant the feed portion of his new business was on the decendency. It meant the upbuilding of fuel. John met the challenge with hard and constant work. The business grew steadily.

### TELEGRAPH HILL

At one of the Telegraph Hill Neighborhood House parties he had attended during his 'teen years, John had met a pleasant young girl named Ketta Cerelli. He liked her. Over the years their friendship matured into a love which resulted in marriage in 1928. They now have two children, 19-year-old Jack and Beverly who is sixteen.

After establishing his business firmly, John gave more and more of his time to his district. He plunged into all kinds of civic activities. It would be tiresome to

attempt the enumeration of his various affiliations. Suffice it to say that he has been president of virtually every organization in North Beach and several years ago received the district's highest award, the Father Oreste Trinchieri Medal for meritorious service to the youth of North Beach. He is Grand Knight of Dante Council, Knights of Columbus.

In 1947, John launched a new business. With his brother, Vic Figone, and Joe Reilly, son of his longtime friend, George R. Reilly, he opened the handsome furniture store which now bears his name on the Stockton Street site of the old coal yard.

So he is now actively engaged in furniture and decorating, an activity that satisfies the old love of his floral days. And he continues to operate with the help of his sister, Mary, the Figone Fuel Company, now located on lower Mason Street.

He also has a third activity, to

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which John conscientiously gives a top priority. In 1943, newly-elected Mayor Elmer E. Robinson brought Johnny Figone into his official family as a member of the important Board of Permit Appeals.

The appointment met with immediate acclaim, not only in the Italian-American colony, but city-wide as well. It was significant because that was the first time since the days of Angelo Rossi that North Beach had been given a position of prominence in the city's government.

And everyone agreed—and continues to agree—North Beach could not have a better representative than John P. Figone.

## RICHMOND OFFICIALS GET SALARY INCREASE

Richmond city officials have been granted salary adjustments totaling \$9,840 for the 1951-52 fiscal year, City Manager Wayne E. Thompson reported.

Receiving the largest boost was Thompson whose salary was raised from \$12,000 to \$15,000 annually. Three officials received \$1,080 raises, including Director of Public Works E. A. Hoffman, Auditor E. K. Peterson and Assessor Forrest Simoni.

Other boosts include Police Chief E. F. Phipps and Fire Chief H. J. Schmidt, \$550 to \$670 monthly; Health Officer Martin Mills, \$725 to \$850; City Clerk John DeRoy, \$450 to \$525; City Attorney Thomas M. Carlson, \$625 to \$750, and Assistant City Manager C. A. Pitchford, \$520 to \$620.

## EMERYVILLE STREET PROJECTS APPROVED

Improvements to seven major streets in Emeryville at a cost of some \$82,000 have been authorized by the city council, Earl Clements, city engineer, announced.

### OIL TYPE AIR CLEANER

Failure to clean and re-oil an oil type automobile air cleaner when it becomes filled with dust and other foreign matter will result in low gasoline mileage and hard starting, says the California State Automobile Association. The function of an air cleaner is to prevent foreign matter from being drawn into the engine through the air intake on the carburetor. The average engine consumes approximately 10,000 gallons of air for every gallon of gasoline used.

### AVOIDING ACCIDENTS

One of the best ways to avoid an accident is to assume the other drivers on the street are going to break all the traffic rules, says the California State Automobile Assn.

# Committees Visit Hiller Helicopter Works



## Oakland, San Francisco Chamber Members View Developments at Palo Alto Plant

Friday, October 26, the Hiller Helicopter plant at Palo Alto was visited by a group from the Aviation Committees of both the Oakland and San Francisco Chambers of Commerce.

The Hiller Plant has an \$18,000,000 backlog and is engaged in producing helicopter ambulances for the Korean front, plus experimental work in jet and other types of rotary wing development.

For the benefit of the visitors an interesting tour of the company's activities was arranged and special demonstrations of rotary wing craft, including jet powered type, were made.

Photos show some interesting details viewed by the joint committee. *Top, left:* Members of committee swarm over Hiller produced ambulances for Korean front. *Top, center:* Visitors look over large assembly plant. *Top, right:* View of Hiller Hornet, a jet powered model shown making a forced landing during demonstrations for combined committee. Hiller Hornet was the first of its type to fly.

*Above, left (left to right):* Elmer Schlesinger, member of both Oakland and San Francisco Chambers Aviation Committee, who headed the San Francisco delegation; Bateson Birkett, chairman of the Helicopter sub-committee of the Oakland Chamber; Fred B. McCormack, chairman of the Oakland Chamber's Aviation Committee, standing in front of one of Hiller-produced rotary wing ambulances for the Korean front.

*Above, center:* View of members of the joint committee and interior of plant, which recently announced an \$18,000,000 backlog in rotary wing craft production for the armed forces. *Above, right:* Another view of committee watching demonstration of a Hiller-produced rotary wing aircraft.

Kenneth H. Allen, World War II pilot and member of the City-County Record staff, represented this magazine on the tour.

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LIEUT. GOVERNOR GOODWIN J. KNIGHT

BOB ALDERMANN, than whom there is no whomer as a public relations expert, sent us the above photograph of our photogenic Lieutenant Governor whom he serves as executive secretary. Showing his customary interest in the welfare of the City-County Record, and knowing, as he says, we want to keep our files up to the minute, when Lieut. Governor Knight had these new pictures taken, one was reserved for us.

Bob knows everyone in San Francisco and in fact his acquaintance extends throughout California. Consequently, should any situation arise in which we need a picture of Bob Aldermann's boss, we have it at hand. And of course such a situation may arise at almost any time, at least so our tea-leaf readings tell us.

# Oakland's Official Census For 1950 Is 384,575

The official population count for Oakland was 384,575 in the 1950 census, the U. S. Department of Commerce informed the Oakland Chamber of Commerce on October 17.

This represents a gain of 27.3 percent over the 1940 count of 302,163.

Figures for other East Bay cities:

- Alameda—64,430, up 77.7 per cent.
- Albany—17,590, up 53 per cent.
- Berkeley—113,805, up 33 per cent.
- El Cerrito—18,011, up 193.5 per cent.
- Emeryville—2,889, up 14.6 per cent.
- Piedmont—10,132, up 2.7 per cent.
- Richmond—99,545, up 321.1 per cent.
- San Leandro—27,542, up 88.6 per cent.

The Census Bureau announced several months ago that the San Francisco total population in 1950 was 775,357.

## NEW BUSINESS DIRECTORY

A new directory of 1,600 national and regional business firms with branch offices in San Francisco is now available at the San Francisco Chamber of Commerce.

The directory includes explanations of the products and services sold and the geographical areas served, according to G. L. Fox, chamber general manager.

Copies may be secured by writing or telephoning the Chamber of Commerce, 333 Pine Street, EX-brook 2-4511.

At one time the grizzly bear ranged from Mexico to Alaska.

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**CHARLES D. MILLER**

(Continued from Page 6)

the top spot by Utilities Manager Turner. The recommendation was confirmed by Mayor Robinson's Utility Commissioners.

But, between the time Miller went to work for the city and his appointment as General Manager, things had happened.

When Mayor Robinson won his first victory for the head office, the voters also approved Mayor Lapham's suggestion that \$20,000,000 be voted for rehabilitation of the railway. Miller had nothing to do in the way of forming the plan that would cost \$20,000,000.

**MAYOR**

Neither did Mayor Robinson. But he inherited the money and started spending it. He also had some ideas. He talked—and imported experts, both paid and unpaid, and they wrote learned books on what should be done. But, no one seemed to agree on any single program. Those who made the final decisions were more expert in such fields as real estate (Utility Commissioner Sam McKee who operates in the Mission) and politics (Mayor Robinson) than they were in the field of transportation.

Consequently, Miller and the other professionals who actually keep the wheels turning, are doing the best they can with what they have under the strategic conditions imposed on their operations. And, it may be said, they are doing a good job.

Regardless of what was said during the recent debate between Robinson, Christopher and Sullivan, the Municipal Railway does operate. The rides today are swifter and more comfortable than they were five years ago. They also are safer, a factor not to be ignored.

**CRITICISM**

A great deal of the criticism of the Municipal Railway is unjustified. It comes from those individuals who are happy only when they are unhappy as was one of the pair working on a bottle at the corner of Howard and Fourth Streets.

"Shucks," said the Pessimist of the pair, "the bottle's half empty, what are we going to do now?"

"Drink it, you bum, and be happy," said the Optimist, "its half full."

Some of those who denounced the Municipal Railway and all its works seem to expect the platform crew, not only to run the vehicle but:

Awaken them gently in the morning, draw them a bubble bath, serve them breakfast, help them dress, and then carry them to the vehicle, parked at the front steps. But, there has to be a limit to public service.

Factually, this is the statistical review of the transportation Miller and his organization is providing:

Vehicles, 1,063.

Passengers for year ending June 30, 1951: 248,630,182.

(This total includes 600,000 postal employee rides at reduced rates; 8,048,940 reduced fare school rides, and 754,736 transfers from the California Cable line that cost the Municipal Railway money without a return.)

**INCOME**

Income: \$18,028,977.29; loss, \$1,463,971.45.

(The expenses included a \$1,710,397.02 allocation for depreciation, \$1,339,512.45 for accident damages, which might be considered money in the bank and totals considerably more than the official loss.)

Mileage: 29,429,211 during 3,296,928 hours with the cost \$0.56304 per mile or \$5,008.72 per hour.

The loss factor must be considered. An official publication titled "Some Straight Facts About Your Municipal Railway" explains:

"Although for the fiscal year (1950-51) just closed, \$1,062,282 was allocated to the Muni from taxes, only \$432,532 was used because of efficiencies developed in modernized operation. This amounts to the cots of less than nine days of operation out of 365."

**SUBSIDY**

In other words, if the tax subsidy required by the Municipal Railway during the past year was too much for the taxpayers, all they had to do to save the money would have been to close down the railroad for nine days and they would have broke even.

But, not even the members of the so-called "economy bloc" of the Board of Supervisors would dare to suggest such a money-saving procedure.

Of course, Miller would have nothing to say about such a move. For he must operate "subject to administrative approval."

Consequently, he is more concerned with immediate problems. One of the major ones at the present time is manpower. Not a sufficient number of individuals, it appears, want to work for the Municipal Railway. When they do, he has nothing to say about who is hired.

The Civil Service Commission is Miller's employment agency. He takes the individuals the Commission sends him. Then two unions—CIO and AFL—have something to say about working conditions.

Miller takes all this and many more confusing problems with great calm. He keeps his desk at the Geary Street car barn clean of papers, delegates authority, and expects results. His hobby is read-

(Continued on next page)

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ing. He lives at 2551 - 27th Ave., with his wife, Julia, whom he married in 1925. And sometimes he thinks about the future of transportation.

He believes that a Market Street subway is a necessity. He explains why:

There are only so many square feet of space on Market Street.

That space is over-crowded with transit vehicles, pedestrians, and privately owned automobiles.

There are but two alternatives: the traffic may go up or down.

An overhead is inefficient as the removal of the elevated railroads in New York indicates. Therefore, unless the traffic is to congeal, it must be given the means to go underground—a subway.

Miller likes to dream—in a practical manner.

He guardedly suggests that some day street cars or buses may be powered by atomic energy. That may sound like a bit of dialogue from a time machine thriller, but:

If an atomic pile can be made sufficiently small to operate in an airplane or submarine, there is no reason why it can't be made still smaller to operate in the engine pit of a street car or bus.

And Miller doesn't believe that

anything in the way of mechanics is impossible; it only takes time.

He recalls that more than 30 years ago, an individual showed him the plans for a hydra-matic gear shift. The principle was laughed off. But now that type of control is commonplace.

"That guy was just a generation ahead of his time," he says.

From all indications, Miller and the professionals with him keep the Municipal Railway operating with increased efficiency.

One of the things he believe would increase this efficiency is sufficient money to conduct a real sales campaign to let the public in on a secret—it is cheaper to ride the Muni than drive your own car.

But those who wield "administrative approval" have decided that the multi-million dollar utility should operate in a vacuum and its benefits should seep into the minds of the public through some mysterious act of nature.

Such handicaps are acceptable to Miller and he will continue to keep his head while all those about him are losing theirs—for which the citizens of San Francisco should be grateful.

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